8/15/40

STAX

BROADCASTING

Vol. 19 • No. 4

AUGUST 15, 1940
WASHINGTON, D. C.

Broadcast Advertising

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) published in February

Miami University Library
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SCHOOL OF EDUCATION

Aug. 15, 1940

"Well-uh-can you cook?"

● Yes, some of the questions were sorta personal—but when H. B. Summers and his crew of 99 expert investigators got through their 1940 Survey on April 15, they had the most complete, authoritative and dependable information ever compiled on the radio-listening habits of Iowa people.

For instance—would you like to know what percentage of all Iowa men or women are listening to the radio between, say, 8:00 and 10:00 a.m.? What *kind* of program they like best? The program preference differences between city people and farm people? The *ratings* given the 29 stations that are "heard regularly" by at least 1% of all Iowa families?

These are only a few of the vital questions that you can have answered by the 1940 Iowa Radio Audience Survey. And these answers will help you to make your advertising *supremely effective*—not only in Iowa, but throughout the Middlewest. . . .

If you'll write us quickly, a copy of this monumental Survey will be gladly sent you on request, without cost or obligation. But we suggest prompt action, because only a limited number of copies are still available. Address:

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

NIGHT and DAY

WSPD

Now gives you

5000 Watts

"More Power To You", said the F.C.C.;
. . . and now we have it!

WSPD's night-time signal finds new frontiers with its night-time power boost to 5000 watts; a greater after-dark audience, no increase in rate!

WSPD — *Toledo, Ohio*

Represented Nationally by the Katz Agency

He has the confidence of Home Town folks!

WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WLLH	Lowell, Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston, Auburn
WSYB	Rutland

HOME town people believe in, and are loyal to, the family doctor who serves them so faithfully. He is an integral part of community life, day-in and day-out.

The Colonial Network's 18 "home" stations benefit by the same type of confidence and acceptance because they too serve the community, providing programs of local interest as well as network features.

This creates listener-loyalty that no distant, stranger-within-the-gates station can *ever* obtain. The advantage of this friendly attitude and the good will it achieves is obvious.

It is one of the important reasons why campaigns on The Colonial Network are as successful as they are economical.

THE COLONIAL NETWORK

21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

WTAR

WTAR RADIO CORPORATION

OFFICES & STUDIOS ★ NATIONAL BANK OF COMMERCE BUILDING ★ PHONE 25671
NORFOLK, VIRGINIA

August 1, 1940

To Our Friends
The Advertising Agencies of America:

Something unbelievably big is happening here. It's bewildering,--like waking up to find oneself a millionaire! We would gladly forego our good fortune if it were possible to remove the cause. Since that's impossible, we want you to know about it, as it is information vital to you and your clients.

Nearly FIVE HUNDRED MILLION Dollars is being spent here for defense,--all within the 10 millivolt line of WTAR.

We are to build two battleships, four aircraft carriers, two cruisers, a mine sweeper, drydocks, fortifications, tremendously expand the Naval Base and air station, and many other items.

Ten thousand high paid civilian workers are now at the Navy Yard, with 5,000 on the way. The navy personnel already has been increased 5,000 and the naval payroll upped 29.6%.

Every dwelling is occupied, and the government is spending $3,000,000 at once to build workers' homes.

The program, only begun, has stimulated business already. Telephones increased 57.3%, retail sales 5.6%, buying income 7% in 1939 over 1938. In May residence building increased 71% over May 1939 (62% better than the average of all states east of the Rockies). Bank debits increased 9% the first five months of this year over the same period in 1939, and so on.

Norfolk this fall and winter is destined to be America's outstanding boom market.

That's why, with WTAR on every one of your station lists this fall, your clients will be sure of sharing this unique prosperity. Our national representatives, Edward Petry & Company, will gladly give you still further details.

Cordially yours,

Campbell Arnoux

Campbell Arnoux
General Manager

National Representatives: *Edward Petry & Co.*

NEWEST MUSIC!

. . . for one of America's Most Modern Stations!

The Novachord is used daily at KFBI, in its new studios and station at Wichita, Kansas

Newest in everything—from microphones to antenna! That was the order given for equipment of the new studios and station of KFBI . . . as it moved from Abilene to Wichita, Kan.

So, for the newest in music—newest appeal, greatest versatility—KFBI purchased a Hammond Novachord! And, since the opening day of these new studios, the Novachord has been in use daily at KFBI!

Your programs can make this same profitable use of the Hammond Novachord. It will give music for radio an entirely new and utterly different appeal. It will give the musician a new and amazing versatility. And it will give you a greater variety of usefulness than any other instrument you can buy.

Try the Novachord. Its regular keyboard is played like a piano. Any pianist will find a fascinating invitation to explore its amazingly vast musical resources. Visit your nearest Hammond dealer or write to Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

HAMMOND ORGAN STUDIOS
New York—50 West 57th Street
Los Angeles—3328 Wilshire Boulevard

Play the Novachord as you would a piano . . . for beautiful, piano-like tones. THEN—turn the Tone Selectors for musical effects of violin, English horn, 'cello, guitar and dozens of other amazing voices.

FRANK CHIDDIX, musical director of KFBI, at the Novachord.

How KFBI uses its Novachord "Apparently the Novachord has a very wide range of application in the broadcasting field, but it has served us particularly well as a solo instrument. Frank Chiddix, musical director of KFBI, presents a daily program with the Novachord, called 'Nova Lyrics,' and we have had some very encouraging comments on the show.

"Frankly, I feel that the Novachord is a very valuable part of our station equipment."

HERB HOLLISTER,
Vice-President & General Manager

See . . . Hear . . . Play

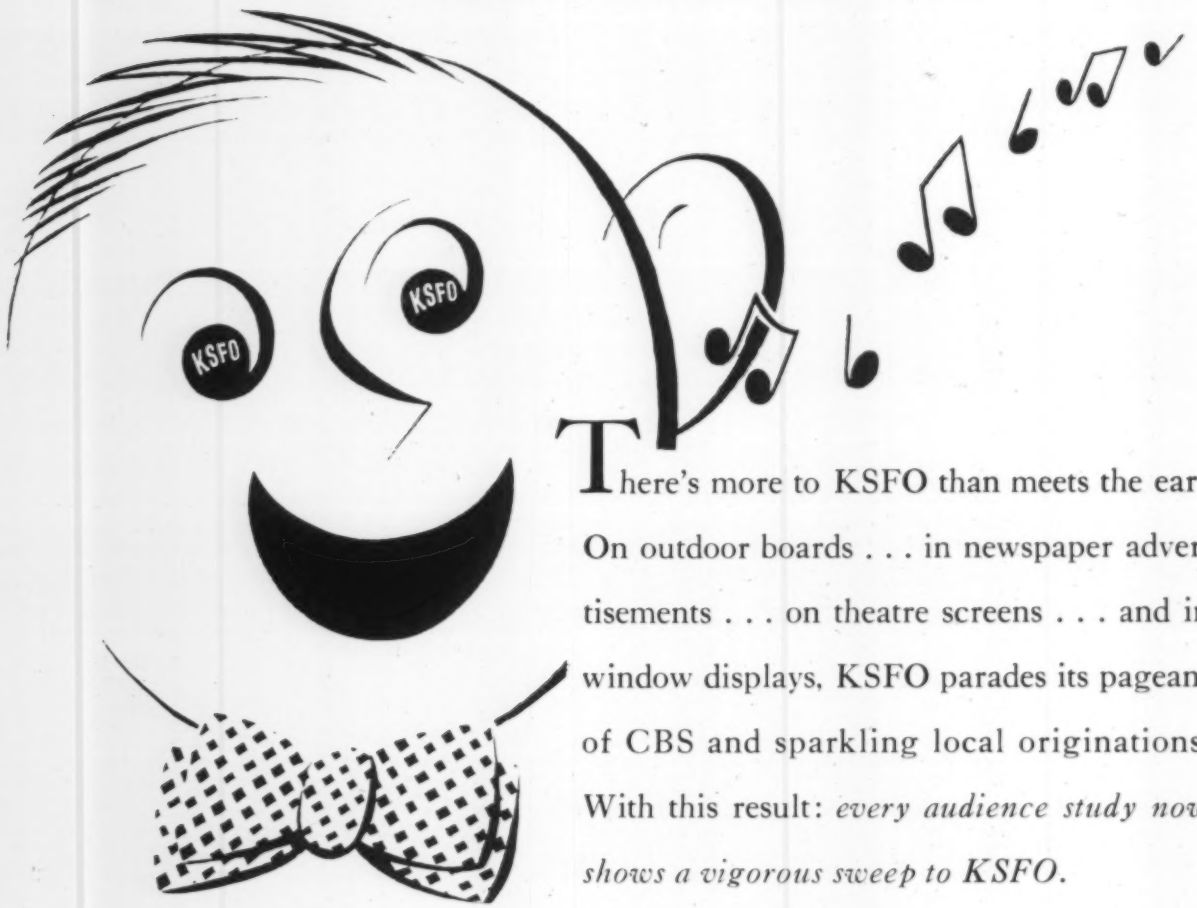
The NEW Idea in music—by the Makers of the Hammond Organ!

THE HAMMOND Novachord

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

KSFO meets the eye

...as well as the ear!



There's more to KSFO than meets the ear! On outdoor boards . . . in newspaper advertisements . . . on theatre screens . . . and in window displays, KSFO parades its pageant of CBS and sparkling local originations. With this result: *every audience study now shows a vigorous sweep to KSFO.*

No wonder KSFO carries more commercial programs than any other network station in San Francisco! And should carry *yours!*

KSFO

A CBS STATION · 560 KILOCYCLES
PALACE HOTEL · SAN FRANCISCO
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

SHREVEPORT

- - - IS DIGGING IN!

Yes sir, Big Business is expanding and "digging in" down Shreveport way in a very permanent manner. Big Business is building with the assured prospects of a bright future based on permanent stability and prosperity of the past and present of the Shreveport market.

The vast wealth of resources . . . huge manufacturing plants . . . and major industries have made the Shreveport market area of over 3,000,000 people a "natural" for the maximum sales of the many products that depend on complete dominant coverage of KWKH for successful results.

$750,000 United Gas Building, completed and occupied.

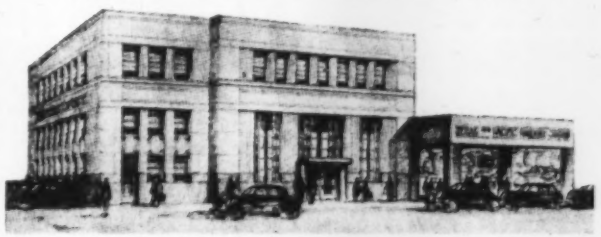
CBS

KWKH

SHREVEPORT TIMES STATION

SHREVEPORT, LOUISIANA

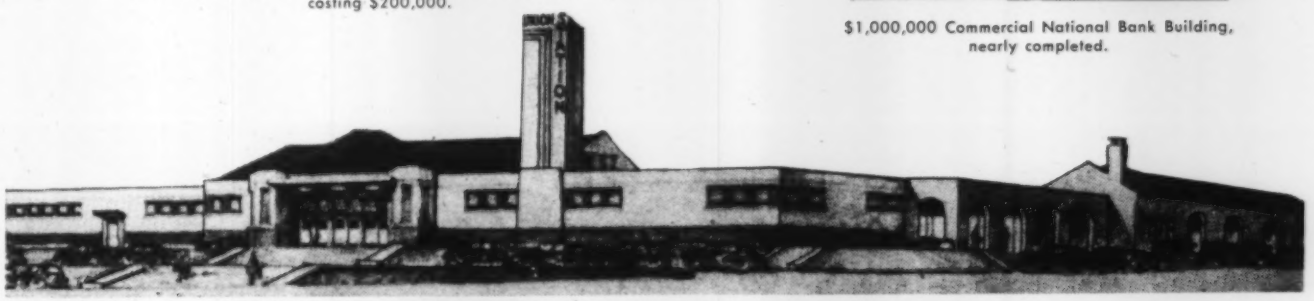
REPRESENTED BY THE BRANHAM CO.



T and P Passenger Station, part of a $3,000,000 construction project. A new freight depot has already been completed.

New store for J. C. Penney Company already under construction, costing $200,000.

$1,000,000 Commercial National Bank Building, nearly completed.



Shreveport Union Station to be remodeled and rebuilt at cost of $100,000. This work is already in progress.

SIXTH OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Four years, Princeton University
Two years, American Can Company
Two years, Benton & Bowles, Inc.
Two years, Radio Station WNEW
Free & Peters (New York Office)
since Feb., 1938

Friends, Romans, Countrymen!—

HUGH K. BOICE, JR!

Yes, we guess it was purely accidental, but when Hugh Boice graduated from a good college, then went to work for a leading "industrial", then for a progressive advertising agency, then for a well-known radio station—well, maybe it *was* just a lucky accident, but all this experience was leading straight to the logical conclusion of a job with Free & Peters!

Why? Because that's the sort of back-ground F&P wants and gets, in our personnel. . . . First, thirteen of our fourteen fellows are "college men"—and ten of us *graduated.* Not that that's so wonderful, but it does imply a little mental discipline. Next, the fourteen of us average almost two years apiece in advertising agencies—which you will admit *is* wonderful! Next, we average 3½ years with Free & Peters, and Hugh is in his third year with us. Next, we all average well over a year of experience, each, in actual radio *stations*—and that, we believe, is also a pretty good back-ground for anybody who's first job is to help smooth the road for radio advertisers. . . .

All our fourteen fellows have similar backgrounds in some other regards, too. We all speak English. We all feel certain that we want to "stay in radio" for a long, long time to come—and that the surest way to stay in is to give you the very best we've got (and the best that *radio* has, as well). . . . That's the way we work in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WDAY	FARGO
WOWO-WGL	FT. WAYNE
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **DETROIT:** *New Center Bldg.* Trinity 2-8444 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **LOS ANGELES:** *650 S. Grand* Vandike 0569 | **ATLANTA:** *522 Palmer Bldg.* Main 8667

BROADCASTING
and
Broadcast Advertising

Vol. 19. No. 4 WASHINGTON, D. C., AUGUST 15, 1940 $3.00 A YEAR—15c A COPY

NAB Decrees Its Music Independence

By SOL TAISHOFF

Officially Assured of 'Free Radio', Convention Gives Unanimous Support to BMI, With Ample Finances

IGNORING a frenzied eleventh-hour effort of ASCAP to stampede the industry, a unanimous NAB enthusiastically plowed its way through its 18th annual convention in San Francisco Aug. 4-7, and, behind the leadership of President Neville Miller, formally decreed its musical independence as of Jan. 1, 1941.

Not a dissenting voice on any important issue was heard on the convention floor during the three-day session. Reassured in personal messages from Stephen T. Early, secretary to the President, and FCC Chairman James Lawrence Fly, that a "free radio" is not threatened, the convention dug into its major industry problem — copyright—by unanimously voting its support of Broadcast Music Inc., as a "permanent" organization to provide for radio its music needs when current ASCAP contracts expire on Dec. 31. Nearly 400 stations representing 90% of the dollar volume of the industry were pledged to BMI, and a new scale of fees adopted assures the company of at least $1,500,000 to build the industry's own music supply during 1941, aside from $1,250,000 pledged since last September.

Full registration list of NAB Convention will be found on pages 46 and 47. Text of FCC Chairman Fly's speech on page 17.

Even Measured Service Plan Is Ignored

The convention, hailed as the biggest and best in the industry's history, manifested its united approach by disregarding entirely the almost frantic appeals from ASCAP to meet with it and talk things over. ASCAP even agreed to a "measured service" experiment for Ed Craney's KGIR, Butte, and in effect offered the same terms eventually to all stations, but the convention, incensed over repeated rebuffs from ASCAP during the last two years, declared BMI a permanent "going concern".

Glowing tribute was paid Mr. Miller—the NAB's first paid president—when the newly-elected board Aug. 6, in recognition of his services during the last two years, extended his contract and gave him a substantial increase in salary, effective at once. Retained for a three-year term on July 1, 1938 to head the reorganized NAB, Mr. Miller's contract was extended from 1941 to 1942. His present salary is $30,000, plus allowances, and it is understood the increase authorized was approximately $10,000 a year.

The board's action effectively answered the insinuations of internal disunion and opposition to President Miller published in the amusement press. The ill-starred ASCAP campaign got under way even before the convention started, and was obviously designed to break the back of BMI. There were daily letters or telegrams to delegates, colored stories in the amusement press and widespread buttonholing of delegates. The fruits of these labors turned out to be bitter condemnation from the convention floor and general resentment among delegates.

In declaring its musical independence, the industry took cognizance of the demands of ASCAP under the new form of contract, which would result in an estimated increase in royalties paid by the industry of from about $4,500,000 to $9,000,000. Instead, the membership voted to support BMI, irrespective of cost, and plunged into plans for the transition at the first of next year.

Pledges of Freedom From Early and Fly

The convention turned out to be a one-purpose meeting, after illusions about threats to radio's independent status had been dispelled by official speakers. Mr. Early, appearing for the second time at an NAB convention, brought from President Roosevelt a message reiterating his pledge of last year of an American radio "as free as the press". Chairman Fly branded as "without substance" disturbing rumors of imminent curtailment of broadcasting in the event the security of the country is threatened, or about stories that the FCC is "about to destroy rural radio serv-

NEW NAB BOARD held its first meeting in San Francisco Aug. 6 shortly after election of new directors-at-large and of three new directors representing the networks, the latter authorized by a vote at a meeting the same day. The first act of the board was to extend the contract of Neville Miller as president of the Association for another year to July 1, 1942, and to give him a substantial increase in salary. Seated (l to r): Don Searle, KOIL, Omaha; Paul W. Morency, WTIC, Hartford; C. W. Myers, KOIN-KALE, Portland, Ore.; John Elmer, WCBM, Baltimore; Edwin W. Craig, WSM, Nashville; President Miller; Herb Hollister, KFBI, Wichita; John E. Fetzer, WKZO, Kalamazoo; E. H. Gammons, WCCO, Minneapolis. Standing: Mark Ethridge, WHAS, Louisville; Fred Weber, MBS; Gene O'Fallon, KFEL, Denver; J. Harold Ryan, WSPD, Toledo; O. L. Taylor, KGNC, Amarillo; F. M. Russell, NBC; Clifford M. Chaffey, WEEU-WRAW, Reading; William H. West, WTMV, E. St. Louis; Harry Spence, KXRO, Aberdeen, Wash.; Howard Lane, KFBK, Sacramento; John A. Kennedy, WCHS, Charleston, W. Va.; Harrison Holliway, KFI-KECA, Los Angeles; George W. Norton Jr., WAVE, Louisville; John J. Gillin Jr., WOW, Omaha, and Harold V. Hough, WBAP-KGKO, Fort Worth. Absent were Edward Klauber, CBS vice-president; W. Walter Tison, WFLA, Tampa; Clarence Wheeler, WHEC, Rochester.

ice". He implored the industry to stop believing in "ghosts".

If any outbursts had been expected against the industry's self-regulation code, which observed its first birthday with the convention, they did not materialize. Instead the membership voted it full confidence. Not a solitary amendment was suggested. Also, on the commercial side, the convention voted reinstatement of a modified plan of reporting industry revenues on a "unit" rather than on a dollar-volume basis. It pledged support in consumer-education undertakings, and reaffirmed previous convention commitments in maintaining advertising standards.

Taking cognizance of world conditions precipitated by the war, and of national defense planning, the convention adopted a resolution authorizing President Miller to appoint the "Advisory Radio Committee on National Defense", further to implement cooperation which the industry already has extended to the Government. The resolution recognized "the vital duty and responsibility of the American radio broadcasting industry to bend every effort in the organization of plans for national defense."

Survey of Defense Requirements Planned

The committee was instructed by the convention to advise with the President, the Secretaries of War and Navy and the Chairman of the FCC of its desire and purpose, and to place its services at the disposal of the Government. Another specific instruction was that the committee undertake a survey of the industry to determine requirements in the event of national emergency, and the qualifications of all employes for defense service.

With a total registration of 661, and a broadcasters' registration of 480, the convention attendance was declared the highest in history. This was so despite misgivings that the trek across the country to San Francisco would discourage attendance. Actual member station registration was estimated in the neighborhood of some 300 of the NAB's 460-station membership.

Copyright developments came thick and fast. ASCAP had its big guns — President Gene Buck and General Manager John C. Paine — in San Francisco. The announcement that ASCAP had come to terms with both Montana and Washington broadcasters, disclosed on the first day of the convention by Mr. Craney, at first caused consternation but did not change the tide.

After the convention's vote on BMI, there emanated from ASCAP quarters reports that many celebrated radio performers would decline to remain on the air unless ASCAP tunes were available to them. There were even inferences of restraint of trade action against the major networks because of their decisions to go along without ASCAP music. Gene Buck called it a "boycott".

Although the musicians' unions in the past have been regarded as in close contact with ASCAP, the powerful San Francisco local advised President Miller Aug. 7 that it would assist in every form possible to break ASCAP's "stranglehold".

"Inasmuch as the members of the musicians union have suffered irreparable harm because of what we regard as excessive license fees collected from employers of music by ASCAP," said the local, "we wish to let you know that the officers and board of directors of this local hereby offer our assistance in whatever form possible to break this stranglehold on employers and musicians alike." The telegram was signed by Ed S. Moore, acting president of Local 6 of AFM.

In answer to the ASCAP threat, quoting "spokesmen" of the Society on the alleged "boycott" of ASCAP music by the networks, Sydney M. Kaye, BMI vice-president and general counsel and originator of the BMI organization plan, said the only way in which BMI is close to a conspiracy "is by being close to ASCAP". ASCAP, he said, is trying to put broadcasters in the position where they would violate the copyright laws if its music is used and violating other laws if it is not.

"That won't work," said Mr. Kaye. "ASCAP has asked us an uneconomic price for its music. If, because we cannot pay that price, we decline to use ASCAP tunes, ASCAP cannot complain. It is a pleasure to see the biter bitten."

Word was received at the convention of the action of the three-judge court in Gainesville, Fla., holding the Florida anti-monopoly statute illegal, but it did not disturb the convention's determination to move forward on all music fronts. The court's opinion held that the law was unconstitutional because it was enacted at the behest of broadcasters and not by general public demand. An appeal to the Supreme Court is possible.

Only a matter of minutes after the opening gavel, President Miller touched off the fireworks on copyright. Deviating from his prepared report [see page 24], the NAB chieftain said the atmosphere at the convention should show which way the wind is blowing and that BMI was a going concern. When he observed that "ASCAP has crossed the country and is pleading for a meeting with the broadcasters", the convention cheered.

The pre-convention attitude was that ASCAP had become panicky, and as a last effort had resorted to the expedient of sending personal telegrams to NAB delegates in trying to stem the BMI tide. Publication by a show-business paper in New York of a special ASCAP edition on the eve of the convention aroused deep resentment, and several speakers expressed this attitude in the general convention and group meetings.

With John G. Paine, ASCAP general manager on the scene, and Gene Buck, ASCAP president, at the nearby Bohemian Grove, ostensibly on vacation, every effort was made to force a meeting of broadcasters with ASCAP. Despite this Mr. Paine took the position that it was the funeral of the broadcasting industry, so to speak, if it did not continue ASCAP performances, on the theory that the public demands the Gershwins, Victor Herberts and Irving Berlins.

The ASCAP telegram read:

"It is urgently suggested that before the present issue as between ASCAP and the chains reaches a stage which may seriously interfere with development of the radio industry and with independent station operations there should be an open discussion and forum for the information of all concerned. ASCAP is entirely willing and in fact solicits an opportunity to participate in such a discussion. We made a previous suggestion to this effect addressed to President Miller who advised us that program as scheduled left no time to fit such a matter in. We therefore address this telegram to each delegate registered as attending the NAB convention in the hope that from the floor there may come the request that the network representatives present participate with the independents and ASCAP representatives in a frank, free and open discussion of the whole subject. You may reach us by telephone at Exbrook 0893 or telegram addressed to our San Francisco office, 111 Sutter Building."

Agreement Follows Lengthy Negotiations

Disclosure of the ASCAP-Washington-Montana arrangement was made by Mr. Craney at the meeting of National Independent Broadcasters Aug. 5, and immediately set off the fireworks. The fact that a "measured service" type of arrangement was made with ASCAP by Mr. Craney's station, and that the stations in Montana and Washington are assured of a "most-favored-nation" clause, was seen as a complete capitulation by ASCAP to the oft-repeated demands of the industry as evidenced in resolutions at past conventions.

Senator Wheeler, in his Aug. 2 letter to Mr. Craney, stated it was his understanding all infringement suits instituted by ASCAP had been dismissed and that all other litigation connected with the long-drawn-out controversy had been terminated. He brought out that ASCAP recognizes payment of copyright royalties at the source and the institution of the "measured service" basis of payment "if, in practice, it should prove feasible".

Through the good offices of Senator Wheeler, the measured service arrangement was consummated. Because the agreement is "in the open" and ASCAP has committed itself to a "pay-as-you-play" formula, the action was interpreted in effect as a confession by ASCAP

NAB BOARD OF DIRECTORS, 1940

President and Chairman of the Board

Neville Miller

District Directors

Paul W. Morency, WTIC, Hartford.
(District 1: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island)

Clarence Wheeler, WHEC, Rochester, N. Y.
(District 2: New York)

Clifford M. Chafey, WEEU-WRAW, Reading, Pa.
(District 3: Delaware, New Jersey, Pennsylvania.)

†John A. Kennedy, WCHS, Charleston, W. Va.
(District 4: D. C., Maryland, North Carolina, South Carolina, Virginia, West Virginia)

W. Walter Tison, WFLA, Tampa
(District 5: Alabama, Florida, Georgia, Puerto Rico)

†Edwin W. Craig, WSM, Nashville
(District 6: Arkansas, Louisiana, Mississippi, Tennessee)

J. Harold Ryan, WSPD, Toledo
(District 7: Kentucky, Ohio)

John E. Fetzer, WKZO, Kalamazoo
(District 8: Indiana, Michigan)

Wm. H. West, Jr., WTMV, East St. Louis, Ill.
(District 9: Illinois, Wisconsin)

John J. Gillin, Jr., WOW, Omaha
(District 10: Iowa, Missouri, Nebraska)

Earl H. Gammons, WCCO, Minneapolis
(District 11: Minnesota, North Dakota, South Dakota)

†Herb Hollister, KFBI, Wichita
(District 12: Kansas, Oklahoma)

O. L. Taylor, KGNC, Amarillo
(District 13: Texas)

Gene O'Fallon, KFEL, Denver
(District 14: Colorado, Idaho, Utah, Wyoming, Montana)

Howard Lane, KFBK, Sacramento
(District 15: California, excluding San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial counties; Nevada, Hawaii)

Harrison Holliway, KFI, Los Angeles
(District 16: Arizona, New Mexico, California, including counties excepted in District 15)

C. W. Myers, KOIN-KALE, Portland, Ore.
(District 17: Alaska, Oregon, Washington)

Directors at Large

Clear Channel

*Mark E. Ethridge, WHAS, Louisville

Harold V. Hough, WBAP, Fort Worth

Regional Channel

George W. Norton, Jr., WAVE, Louisville

†*Don Searle, KOIL, Omaha

Local Channel

†John Elmer, WCBM, Baltimore
Harry Spence, KXRO, Aberdeen, Wash

*** Network Directors**

Edward Klauber, executive vice-president, CBS
Fred Weber, general manager, MBS
F. M. Russell, vice-president, NBC

*Elected at 1940 convention.
†Constitute executive committee.

MBS flower girls were on deck again. Howard Lane, KFBK, Sacramento, chairman of arrangements committee, is receiving a carnation from pretty Audrey Burman.

WEST COAST HOSTS included (l to r): Ralph R. Brunton, KJBS-KQW; Don Thornburgh, CBS Western Division v.p.; Don E. Gilman, NBC Western Division v.p.

BALLOTS and bucks were collected Aug. 5 by L. B. Wilson, WCKY, Cincinnati, (with hat) at the IRNA elections Aug. 5, from (l to r): James D. Shouse, WLW; Bob Dunville, WLW; Lee Wailes, Westinghouse stations; Arthur B. Church, KMBC, Kansas City; Joe Maland, WHO, Des Moines, and Ballot Buck Collector Wilson.

THIS RCA personal radio in the hands of Griff Thompson, Westinghouse general sales manager, also attracted John Mayo, Associated Music Publishers. Others (l to r) are Dwight Reed, Headley-Reed, representatives; Frank Headley, of same firm; J. Noel Macy, WFAS, White Plains; George M. Burbach, KSD, St. Louis.

TAKING A BREATHER were (bottom, l to r): Al Harrison, United Press; Phil Lasky, KROW, Oakland; Tom Symons, KFPY, Spokane. Top row, Ed Kobak, NBC vice-president; Tom Symons III, KFPY; Al Taranto, Wm. Esty, N. Y.

EAST MEETS WEST—Coast executives confer with Easterners. In foreground (l to r): Bryan Musselman, WSAN, Allentown; Roy Thompson, WFBG, Altoona; O. C. Hirsch, KFVS, Cape Girardeau, Mo.; Harrison Holliway, KFI-KECA, Los Angeles; Neal Barrett, KOMA. In rear, Reed Rollo and Louis Caldwell; John Prosser, KTHS.

HIS GOLF score in BROADCASTING'S tournament or perhaps major NAB subjects were discussed by NBC President Niles Trammell (left) and Col. B. J. Palmer, WHO, Des Moines.

FRANK MULLEN, NBC vice-president and general manager (second from right) told an amusing yarn to (l to r) Stan Hubbard, KSTP; Herb Akerberg, CBS vice-president; and Harold A. Lafount, NIB president.

A HALF DOZEN executives talk things over. Left to right: John Karol, CBS Market Research Sales Counsel; John Shepard, Yankee Network; Ted Streibert, WOR; Walter Damm, WTMJ; C. W. (Chuck) Myers, KOIN; Bill Schudt, Columbia Recording Corp.

RENEWING friendship were (l to r): Dale Robertson, KGCM, Albuquerque; Lloyd E. Yoder, KOA general manager; John Elmer, WCBM; Sheldon Hickox, NBC station relations department, New York; Vern Pribble, WTAM; Cy Langlois of Langlois-Wentworth; Harold Fellows, WEEI.

NBC WEST COASTERS included (l to r) William B. Ryan, San Francisco sales manager, Tracy Moore, Blue sales manager, and Charles Brown, sales promotion manager.

SHOP TALKERS were (l to r): Edward Petry, president of Edward Petry & Co.; H. Preston Peters, of Free & Peters; Leo Fitzpatrick, executive vice-president of WJR, Detroit, and Loren Watson, New York manager of International Radio Sales.

RESPITE from research—Seated are Mrs. Frank Stanton, wife of the CBS research director; C. E. Hooper, head of research firm, and Mrs. Hugh M. Beville Jr., NBC research manager. Behind are Messrs. Stanton, Beville.

that it had lost its battle to maintain its grip on performance of music and was willing to allow broadcasters to pay royalties on programs using its music, and not on all station income.

Conferences which culminated in the agreement have been in progress for six months, and were concluded in Chicago Aug. 2 by Messrs. Paine and Craney. Senator Wheeler and Philip G. Loucks were in practically all of the preliminary sessions. A former NAB managing director, a recognized authority on copyright and since 1930 an advocate of the "measured service" basis, Mr. Loucks participated as counsel for KFBB, Great Falls, Mont. On behalf of the Washington stations, Mr. Davis consummated a somewhat similar arrangement in San Francsico Aug. 3.

While rumor was rampant around the convention that the Washington-Montana broadcasters had "sold out" to ASCAP, it subsequently was made clear that the broadcasters in those States had not signed the new form of ASCAP contract—and actually could not, in view of the existing State statutes prohibiting them from dealing with ASCAP as an "illegal monopoly". It was clear, however, that the agreements were reached as a condition precedent to ultimate repeal of the statutes, with the contract provisions then to become operative as revised.

Montana Suits Dismissed Under Agreement

The "measured service" experiment at the Craney stations was decided upon because he was represented as being "equipped" to handle the task. He has kept records of all music performances for a number of years and has insisted that a "per program" or even a "per use" method of payment is feasible.

Suits and countersuits, under the agreement, have been dismissed in Montana. None is pending in Washington. Among the suits dismissed was that which resulted in the spectacular arrest, under a Missoula Mont. warrant, of Gene Buck in Phoenix, Ariz., several months ago. ASCAP, in turn, dismissed with prejudice all of the infringement actions against Montana stations.

How back royalties due from Washington stations since 1936 and Montana stations since 1937 will be adjusted, was not revealed. It is presumed, however, that audits will be made by ASCAP and that a settlement will be made. It is estimated, roughly, that the accumulated back royalties due, based on the present 5% royalty contract, would approach a quarter-million dollars.

Mr. Craney made his address before the independent group at its scheduled session Aug. 5 because he had not been given a place on the NAB convention program, it was reported. Immediately following his appearance, he left for his home in Butte and did not attend the copyright session the following day. He told the independents the arrangement with ASCAP is available to all stations, and that it provides the means by which the industry, for the first time, will be in a position to buy its music in a competitive market.

In his address to NIB, Mr. Craney recounted the history of ASCAP negotiations from 1932 and minced no words in his condemnation of networks in these proceedings. He said he had always sought clearance at the source, and that the networks always had opposed it. Networks, he argued, should be responsible for the music they originate since affiliates have no control over what is performed in network studios in New York or elsewhere. Transcriptions likewise can be cleared in that way, he insisted. He said he opposed a "flat fee" basis because he thought a station using 90% of its time with ASCAP music should not be treated on a par with a station using only 40%.

Opposes BMI Plan Of Payments

Mr. Craney told of past meetings with network representatives on copyright, and declared they never favored clearance at the source, even after Senator Wheeler had introduced a bill last year to amend the Copyright Act to make such clearance mandatory both on network and transcription programs. He charged that since last year's convention "Mr. Miller has been representing the networks and not the broadcasters".

Apropos BMI, Mr. Craney asserted that while he is not a subscriber, he nevertheless believed there should be more than a single source of music. But he added he did not believe that the industry should support two music pools built on "exactly the same formula", which he declared was the case with BMI since it is based on the industry's 1937 ASCAP payments.

"I believe rather," he continued, "that after we have worked so hard and said so much for 'clearance at the source' and 'pay-on-what-we-use,' that certainly our own industry-owned music pool should recognize and take into consideration these principles."

Declaring the copyright situation meant life and death to stations in Montana by virtue of pending infringement suits, Mr. Craney said "an answer had to be found". He said he had seen enough since 1932 to know there was no use meeting with ASCAP unless "someone was there to keep the meeting honest", and said the problem was to get some one interested neither in ASCAP nor the broadcaster but who would represent the public. Thus, he held, any plan devised would automatically become of benefit to all and not be a "special deal" for one or a few.

"There was only one man I knew who I could ask to take on this great task and who would be satisfactory likewise to all. This man was Senator Wheeler of Montana. To say the least, he has given unstintingly of his time. He has done for our industry in a short time what we endeavored for numerous years to accomplish."

Agency Syndicate Rumor Rampant

Meanwhile, all corridor conversation shifted to ASCAP. Another story floating around was that an "agency syndicate" had approached ASCAP with a proposition for exclusive rights to the ASCAP repertoire for radio purposes. This visionary plan was said to involve use of three hours of ASCAP music daily to be sold stations or networks at the will of the syndicate. ASCAP was represented as having taken the position that it would enter into no such agreement while contracts are in force with the industry. It was stated, however, that should the broadcasters decline the new contract offer, ASCAP might find it necessary to entertain such a proposition. The yield, said ASCAP sources, would be far in excess of the some $8,000,000 to $9,000,000 annually estimated in the industry as the demanded return under the proposed new ASCAP contract.

Preceding President Miller's keynote address, in which he sounded the "No Munich in San Francisco" edict, Mayor Angelo Rossi of San Francisco welcomed the convention. Calling radio "a vital force in the preservation of our democratic system of government", he said its freedom from censorship distinguishes it from other countries.

President Miller and C. E. Arney Jr., assistant to the president, delivered their report at the morning session [see pages 24, 39]. Joseph L. Miller, Labor Relations Director, recounted labor, wage and hour problems besetting the industry, notably that occasioned by the con-

A FIGHT to the finish against ASCAP was decreed at the convention session Aug. 6. Speaking is M. E. Tompkins, BMI vice-president and general manager. Seated at left are John Elmer, WCBM, Baltimore, and Sydney M. Kaye, who serves as BMI vice-president and general counsel.

Letter by Senator Wheeler Explains Montana Per-Piece Royalty Agreement

FOLLOWING is the Aug. 2 letter of Senator Wheeler (D.-Mont.), to Ed Craney, Montana station operator, which was said to spell the capitulation of ASCAP to the demands of Mr. Craney for "measured service" or a "pay-as-you-play" basis of royalty compensation. The proposal was represented as being "open to the entire industry" by Mr. Craney in an address Aug. 5 before National Independent Broadcasters meeting in San Francisco in conjunction with the NAB convention:

"To complete your files on this matter, I am today addressing the following to each Montana radio station:

"I am pleased to inform you that, in accordance with your wishes, the music copyright controversy between the broadcasters of Montana and the American Society of Composers, Authors & Publishers has at last been brought to a conclusion.

"It is my understanding that the numerous infringement suits instituted by the Society have already been dismissed and that all other litigation connected with the controversy has been terminated.

Payment Method

"The settlement of the differences which have long existed includes a recognition of two of the fundamental licensing principles which you have advocated for many years; namely, payment of copyright royalties at the point of program origination and the institution of a measured service basis of payment if, in practice, that should prove feasible both from the standpoint of the broadcasters and the Society. I have already expressed my views on the first of these principles by introducing in the Senate a bill which would give it effect through statute. The second principle involved requires additional study and I am pleased to be able to say that a serious experiment to test the soundness of the principle is to be undertaken publicly between Mr. Craney and the Society.

"Naturally, certain minor details remain to be worked out and these will require the attention of your Association's attorneys.

"While the settlement means that the extensive repertory of music controlled by the Society will be available to the Montana stations and through them to the people of our State, it does not preclude the stations from acquiring and using music controlled by any other licensing group. As a matter of fact, I hope ultimately that stations will be in a position to enlarge the scope of their music purchases and more equitably to divide their payments for music so as to bring to the public the music of all copyright owners."

fliet over definition of an executive and the time-and-one-half pay requirements for work of over 42 hours per week. He predicted that hearings concluded in July would result in an interpretation in favor of the position taken by the broadcasting industry removing such personnel from the time-and-one-half brackets.

Board Membership Is Increased to 26

Two amendments to the bylaws, one increasing membership of the board by three to accomodate the major networks, and the other broadening the base of NAB membership so that new station services such as FM and television will be eligible for active membership, were adopted without dissenting voice. Mark Ethridge, WHAS, Louisville, NAB president during its reorganization period in 1938, described the purpose of the network membership amendment, designed to assure networks of representation on the board without resorting to campaigning efforts. The amendment, as originally proposed, was redrafted so each network would be able to nominate its candidate for the directorship without opposition, rather than two candidates within the same company for the single post. With the adoption of the amendment, the NAB board membership automatically was increased to 26.

Chairman Fly's address at the luncheon session [see page 17] brought the conventioneers to their feet with ringing applause lasting several minutes. It was carried over combined nationwide networks of CBS and MBS. His tribute to the industry for its job "well done", his effort to allay fears of dislocation of commercial radio during the war emergency, and his commitment that the FCC will do nothing to curtail rural service were all well received by the broadcasters.

Directors Elected, Three Unopposed

In opening the Aug. 6 session, Leo B. Tyson, KMPC, Beverley Hills, Cal., chairman of the elections committee, announced nominations for directors-at-large and for network directors to serve one-year terms. Automatically elected as network directors, with unopposed nominations, were Edward Klauber, CBS executive vice-president; Fred Weber, MBS general manager, and Frank M. Russell, NBC vice-president.

Nominated for directors-at-large in the three station classifications were: For large stations—Mark Ethridge, WHAS, Louisville, bracketed against J. O. Maland, WHO, Des Moines; Harold V. Hough, WBAP, Fort Worth, against James D. Shouse, WLW, Cincinnati. For medium stations—George W. Norton Jr., WAVE, Louisville, against W. J. Scripps, WWJ, Detroit; Don Elias, WWNC, Asheville, against Don Searle, KOIL, Omaha. For small stations—Harry R. Spence, KXRO, Aberdeen, Wash., against Gregory Gentling, KROC, Rochester, Minn.; John Elmer, WCBM, Baltimore, against Ellis Atteberry, KCKN, Kansas City, Kan.

Major Resolutions Adopted by Convention

AMERICAN WAY OF LIVING

The American Radio Industry is fully conscious of the vital inter-dependence of a free radio and a free people, and has long been dedicated to the preservation and the promotion of the American way of life, with its democratic liberties and free institutions.

Our greatest hope for the preservation of the American way of life rests fundamentally with the preservation of the stout and unconquerable unity of the American people which in the past has permitted us—though drawn from every race, creed and nation of the world—to live together in peace and harmony.

Malevolent forces, active today in this country of ours are seeking to undermine the faith of Americans in democracy, to weaken our will to defend ourselves and to fan into burning hatreds the differences of race, creed, class and descent of which we are now composed.

In the face of these attacks, the American radio industry is bound not only to continue, but to intensify its efforts to promote the American way of life and thus protect its own freedom and the freedom of the people it serves.

The NAB does solemnly rededicate the American radio industry, with whose freedom it is entrusted, to the promotion of the American way of life, and to preservation of the unity and morale of the American people.

ACCEPTANCE OF CODE OF ETHICS

Our Association expresses its gratitude to those representatives of the various segments of our American life in the field of labor, education, religion, youth, civil liberties and Government who have expressed their complete confidence in the American system of free radio as exemplified in the Code of Ethics of the NAB. This was dramatically brought forth in the tribute to American radio by both the New York World's Fair of 1940 and the Golden Gate International Exposition in a broadcast of unprecedented proportions which was carried by all networks and many non-affiliated stations on Saturday, Aug. 3, 1940.

ADVERTISING AND THE AMERICAN WAY

The Advertising Federation of America at its 1940 National Convention in Chicago made a distinct contribution by the development of the theme of the convention "Advertising's Contribution to the American Way of Living."

"Advertising powerfully motivates and stimulates many of those individual acts and group processes which determine the way of American life. A symbol of competitive enterprise and of free choice by consumers, advertising arouses the desire and ambition for better living and simultaneously performs an economic service which helps to make better living possible.

"The preservation of the American way of free individual enterprise and free consumer choice assumes more than usual importance today in the shadow of perils assailing free men and free peoples in so many parts of the world."

The NAB joins with the AFA in urging "advertising men and women everywhere to respect and take pride in the contribution of good advertising to the American way of living, that by the quality and sincerity of their work they may add daily to the value of this contribution, and thus help to safeguard it as a permanent part of American business."

BROADCAST MUSIC INC.

The NAB wishes to take this opportunity to commend the work of those responsible for the organization of Broadcast Music Inc. and its unprecedented development. The Association feels that the scope and magnitude of the work accomplished in such a brief time not only reflects the outstanding ability of the leaders of the industry, but the unanimity among broadcasters when faced by a common vital problem.

MUTUALITY OF INTEREST

The NAB joins with other advertising media, and organizations interested in advertising, in the presentation of a united front to cement public confidence in advertising. We join with others in urging that each branch of advertising exercise self-restraint, good judgment, and tolerance in its attitude toward other advertising interests and media.

DEFENSE OF THE NATION

Since the American people are today faced with new and urgent problems of national defense calling for the unselfish united effort of all Americans, the NAB, recognizing the vital duty and responsibility of the American radio broadcasting industry to bend every effort in the organization of plans for national defense, hereby instructs the president of the NAB to appoint a committee, of which he shall be one, to represent the industry and to be known as the Advisory Radio Committee on National Defense, which will still further implement the cooperation which the industry has already extended, and is still extending.

The Association instructs this committee to advise the President of the United States, the Secretary of War, the Secretary of the Navy and the chairman of the FCC of the desire and purpose of the American radio broadcasting industry to cooperate fully in the organization of defense plans.

And the Association further instructs this committee to place its services at the disposal of all departments of the Federal Government in coordinating and promoting the defense work; and in order to anticipate possible calls from the Federal Government, that the committee undertake a survey of the industry to determine requirements in the event of national emergency, and the qualifications of all employes for defense service.

EDUCATION

The Association looks with regret to the probable discontinuance of the splendid non-partisan efforts of the Federal Office of Education, which have brought so many educational programs, such as *Smithsonian Institute* series, *The World Is Yours* and *Immigrants All-Americans All* which have been so favorably accepted by the United States.

CHILDREN'S PROGRAMS

The Association desires to express its appreciation to the Radio Council on Children's Programs which has brought about such splendid cooperation and understanding between parents and teacher groups, and American broadcasters, in the improved standards of children's programs.

Messrs. Hough, Norton, Spence and Elmer were re-elected. Mr. Ethridge was elected to succeed NBC Vice-President Russell, who was given the NBC network directorship. Mr. Searle was elected to succeed Mr. Elias.

With the morning session set aside for copyright discussion, the meeting room was jammed to the doors. There ensued what veteran broadcasters described as the most enthusiastic NAB meeting on record. President Miller was given a spontaneous standing vote of confidence after BMI was declared a going concern, and after two dozen additional stations, including the keys of MBS, announced their support of the industry-owned music company.

ASCAP was referred to as "ASCAPO" to rhyme with "Gestapo" in an inspired talk by Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of IRNA, and it caught like wildfire. In succession President Miller, who also heads BMI, Carl Haverlin, station relations director, Merritt E. Tompkins, vice-president and general manager, Sydney M. Kaye, vice-president and general counsel, and John Elmer, BMI board member and former NAB president, depicted BMI as an operation that will permit the industry to do without ASCAP at the end of the year.

Mr. Miller told of ASCAP's re-

JUST BEFORE one of the NAB sessions, BROADCASTING's photographer caught this group headed for the meeting room (l to r): Ward Ingrim, KFRC, San Francisco; J. E. Campeau, CKLW; Bill O'Neil, WJW; Wilbur Eickelberg, Don Lee, Los Angeles; Linnea Nelson, J. Walter Thompson Co., N. Y.; Bill Pabst, KFRC, San Francisco; Hulbert Taft Jr., WKRC; Walter Tibbals and Reggie Schuebel, Biow Co., N. Y.; Fred Weber, MBS; Gene O'Fallon, KFEL; H. K. Carpenter, WHK-WCLE; I. R. Lounsberry, WGR-WKBW.

peated rebuffs in declining to negotiate with an NAB committee a year ago. The upshot was the special NAB convention in Chicago last September which resulted in a unanimous vote for creation of BMI, to which a $1,250,000 fund was pledged. Despite difficulties encountered on so controversial a problem, the NAB board of directors and that of BMI have been unanimous on all important problems and he declared BMI today is directed by what he regarded as the finest brains available.

Hailing the support given BMI as sufficient answer to ASCAP, Mr. Haverlin said the industry stands more united today than at any time in the 17 troubled years of copyright controversy. More than 81% of the total dollar volume of the broadcasting industry is represented in BMI, with 336 stations on its rolls.

Admitting the problem of supplying the industry's music demands after Dec. 31 is no sinecure, Mr. Haverlin nevertheless revealed that it is not as difficult as first imagined. By going to ASCAP's own records, he said, it was found that in 1938 only 388 numbers represented 40% of the total radio performance, while 2,131 numbers represented an additional 36%.

BMI, Mr. Haverlin said, is geared to deliver music of this same type. "The problem was found and has been met," he said.

New BMI affiliations then were announced by executives of key stations of MBS, bringing that network into the fold alongside NBC and CBS. Lewis Allen Weiss, MBS-Don Lee vice-president, announced the subscriptions of the four Don Lee key outlets. H. K. Carpenter, vice-president and general manager of WHK and WCLE Cleveland, and WHKC, Columbus, followed suit.

On behalf of WOR and of MBS, T. C. Streibert, vice-president of both, dramatically disclosed the long-awaited decision of his organizations. WOR, he said, will continue in BMI and will not sign with ASCAP. Because of the cooperative nature of MBS with its 143 affiliates, Mr. Streibert said those affiliates are being notified at once that the key originating stations are not signing with ASCAP.

Production Record Of BMI Reviewed

To answer questions on BMI ownership, Mr. Haverlin said the maximum stock holding in the corporation by the three networks is 20% and therefore no semblance of control can vest in them. He outlined also the new sliding scale of royalty payments, effective in 1941 whereby stations will pay from 1½ to 2½% of their 1939 incomes, graduated in 16 steps of 1/20 of 1% each for each $5,000,000 of additional revenue on a base of $15,000 income. This, he said, provides for an equitable scale, with the networks paying full-scale for their managed and operated stations, plus an additional one-half of 1% of their network incomes after deducting payments to affiliates.

The actual workings of BMI and what can be expected in the way of production to eliminate the need of ASCAP's catalogs were unfolded by General Manager Tompkins. On March 15, when organized, BMI had five paid employes. Now it has 104, constituting as large and expert a staff as exists in the music field, he said. The production schedule, Mr. Tompkins asserted, "surpasses anything in the music industry" with seven popular and 25 so-called standard tunes released weekly. By this process, he declared, broadcasters in due time will own outright what has been costing them millions of dollars in fees to ASCAP for performance rights only.

Aside from the network requirements now being invoked on use of BMI music, Mr. Tompkins revealed that many top-flight orchestras are using more and more such music. One group of bands now is playing 50% BMI or non-ASCAP and will perform 90% non-ASCAP by the end of the month.

The infinite detail required in publishing music was described by the BMI executive. Only 20% of the numbers submitted reach the BMI final review board, and only one-half of 1% finally are accepted, he said. BMI, aside from its own original production, is negotiating for a number of additional catalogs which will bring a wealth of Latin American material to radio. He predicted this acquisition would be consummated by the end of August and that by Oct. 15 there would be 25,000 separate titles available to BMI members. Hymn catalogs are being acquired also, while BMI is specializing in production of theme songs as substitutes for ASCAP numbers to be dropped, particularly by the networks, at the end of the year.

Transcription Firms Are Cooperating

Transcription companies are cooperating admirably in recording BMI music, Mr. Tompkins reported. Before the end of the year an additional 450 titles will be available in transcribed form, he said.

President Miller announced that the BMI board, restricted by its bylaws to seven members, had voted to ask Mr. Streibert to participate in all deliberations as MBS representative. In a determined mood, he said BMI is a permanent organization and that "we mean to lick this thing so it will stay licked". It is not a "sham battle", he declared.

From Mr. Kaye, described by President Miller as the "spark plug" of BMI, the convention heard that the copyright problem is "no creation of the broadcasters" but of ASCAP. He recited statistics to show that the vast bulk of ASCAP income goes to a small coterie of top writers and executives; that ASCAP wants 80 times as much from radio as it gets from all other users, and that the proposition is beyond the pocketbook, reason and belief of broadcasters.

Declaring that BMI will do more for the composer, on a per-piece compensation basis, than ASCAP ever has done, Mr. Kaye said ASCAP has become a monopoly because of the broadcasters' own facilities. Radio, he said, provides the exploitation means that makes music popular, and broadcasters now will use it in that way. He recalled the Warner Bros. defection from ASCAP in 1936, when failure to perform the motion picture concern's music on the air resulted in disastrous box-office declines, and soon brought the company's music houses back in the ASCAP fold.

"The key to the problem is exploitation of music," Mr. Kaye declared. "If stations get behind BMI and play its music it will be successful."

Broadcasters, Mr. Kaye pointed out, must change many of their current operations to pave the way for non-ASCAP operation. Hotels, dance halls and even the motion picture companies, once their music is not performed on the air via ASCAP channels, all will cooperate, he predicted.

After only four months of active

(*Continued on page 39*)

Sherwood Brunton Wins Golf Trophy In Annual 'Broadcasting' Tournament

PACING a record-breaking contingent of 59 broadcasting mashie wielders, Sherwood Brunton, KJBS, San Francisco, won top honors in the NAB blind bogey golf tournament for the BROADCASTING trophy held Aug. 4 at the California Golf Club near San Francisco.

Mr. Brunton carded a net of 64 with a 94 gross score and a handicap of 30. Three strokes behind with net scores of 67 came Earl Gammons, WCCO, Minneapolis; Don Elias, WWNC, Asheville, and Les Johnson, WHBF, Rock Island. Lowest gross score for the day was turned in by Carl Haymond, KMO, Tacoma, who had an 84.

Past Winners

Winning net scores were determined by subtracting the blind bogey six-hole handicaps from the gross scores.

Mr. Brunton, brother of the general manager of KJBS and KQW, San Jose, was the tenth winner of the BROADCASTING trophy. It was presented Aug. 7 during the annual NAB banquet. Previous winners were Dr. Leon Levy, WCAU, Philadelphia, 1932; Jerry King, Standard Radio, 1933; Lewis Allen Weiss, Don Lee, 1934; Carl Haymond, KMO, Tacoma, 1935; Ross Wallace, WHO, Des Moines, 1936; E. C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington, tie, 1937; (no tournament 1938); V. E. Carmichael, KWK, St. Louis, and K. W. Pyle, KFBI, Wichita, tie, 1939.

Individual scores follow:

	Gross	Handicap	Net
Ward Ingrim, KFRC	92	18	74
Carl Haymond, KMO	84	3	81
Wilbur Eickelberg, Don Lee	91	18	73
Lewis Allen Weiss, Don Lee	111	33	78
Sherwood Brunton, KJBS-KQW	94	30	64
Leo Fitzpatrick, WJR	103	18	85
John Patt, WGAR	96	18	78
Robert Stoddard, KERN	97	24	73
Don Thornburgh, CBS	95	21	74
Ed Voynow, Edw. Petry & Co.	90	12	78
I. R. Lounsberry, WGR-WKBW	99	21	78
Lincoln Dellar, KSFO	114	30	84
George Moskovics, KNX	98	18	80
Clarence Hagman, WTCN	89	15	74
Earl Gammons, WCCO	100	33	67
Phil Meyer, KFYR	100	21	79
Frank Fitzsimonds, KFYR	107	33	74
Wm. Cartwright, Ed. Petry & Co.	109	36	73
Peter Lyman, KOMO-KJR	111	27	84
Les Johnson, WHBF	88	21	67
Wm. Quarton, WMT	103	24	79
Hugh Feltis, KOMO-KJR	107	15	92
Ted Enns, Iowa Broadcasting System	94	18	76
Curt Phillips, KIDO	94	18	76
Wm. S. Hedges, NBC	115	33	82
*Niles Trammell, NBC	51	12	39
Frank Mullen, NBC	96	21	75
Sidney Strotz, NBC	111	36	75
Harry Wilder, WSYR-WTRY-WKNE	111	36	75
Paul Raymer, Paul Raymer Co.	101	27	74
Howard Lane, McClatchy	114	27	87
Ted Taylor, KGNC-KFYO-KTSA-KRGV	109	36	73
Harold Fellows, WEEI	119	33	86
Kingsley Horton, WEEI	126	36	90
A. E. Joscelyn, WBT	115	36	79
Merle Jones, KMOX	104	33	71
Paul White, CBS	101	24	77
Carl Burkland, WCCO	99	21	78
Art Kemp, CBS	95	18	77
Harry Butcher, CBS	101	18	83
Steve Early	86	9	77
John Kennedy, WCHS	112	36	76
Don Elias, WWNC	101	33	67
John Wheeler, Los Angeles	104	30	74
Clark Luther, KFH	131	36	95
Will Thompson Jr., KROY	135	36	99
Waters Milbourne, WCAO	111	33	78
Herb Hollister, KANS-KFBI	103	18	85
Tom Ray, Katz Agency Inc.	88	15	73
Ellis Atterberry, KCKN	115	33	82
R. J. Laubengayer, KSAL	96	15	81
John Blair, John Blair & Co.	87	12	75
John Norton, NBC	123	36	77
John Gillin, WOW	103	27	76
Wm. Ruess, WOW	119	36	83
Chas. Caley, WMBD	93	12	81
Pete Kettler, WHIZ	103	30	73
H. G. Wall, WTBC	96	24	72
Geo. Storer, WAGA	96	18	78

*Nine holes.

FRUITS OF SKILL with the little white pill — Sherwood Brunton (KJBS-KQW), San Francisco, proudly holds aloft the BROADCASTING cup presented him as winner of the NAB golf tournament. Brunton had a net of 64 for the 18-hole course. Fifty-nine players participated.

Famous Donors

IT TOOK Presidential Secretary Early, FCC Chairman Fly and NAB President Miller, to present the BROADCASTING Magazine Golf Trophy won by Sherwood Brunton, KJBS, San Francisco in the annual NAB tournament. At the presentation ceremony during the annual banquet Aug. 7, President Miller first introduced Chairman Fly, who talked about Mr. Early's prowess as a golfer. President Miller then called Mr. Early to answer, since radio gives equal time to both sides of controversial issues. All spoke entertainingly of BROADCASTING's trophy as "hardware".

NAB Golf Tournament FOR BROADCASTING / Broadcast Advertising TROPHY San Francisco 1940

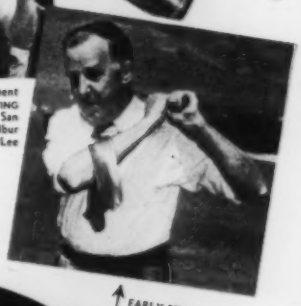
POLITICAL GOLF—Was invented with Stephen T. Early, Presidential Secretary, in the driver's stance. Harry C. Butcher (rear), CBS Washington vice-president, apparently aims a konk-shot as John A. Kennedy, West Virginia Network, Don Elias, WWNC, Asheville (with hat), and Ellis Atteberry, KCKN, Kansas City, Kan., attempt a third term hex.

CUP CONSCIOUS—With the trophy within grasp (except for the slight job of shooting the course) this quartet tried a bit of close approach shooting. Left to right: Herb Hollister, KFBI-KANS, Wichita; Tom Ray, Katz Agency, San Francisco; Ellis Atteberry, KCKN, Kansas City, Kan.; R. J. Laubengayer, KSAL, Salina, Kan.

CLUBHOUSE CONFERENCE — Frank E. Mullen, newly-elected vice president and general manager of NBC, talked things other than golf with Sid Strotz, NBC Central Division head (standing), and William S. Hedges, NBC vice-president in charge of stations.

IN DEFENSE—Of the American System of Golf, FCC Chairman James Lawrence Fly (cup in hand) fended off the grabs of this crew of broadcasters (l to r): Bill Cartwright, Edward Petry & Co.; Waters Wilbourne, WCAO, Baltimore; Will Thompson Jr., KROY, Sacramento; Clark Luther, KFH, Wichita (stooge photographer), and BROADCASTING's cup defender, Mr. Fly.

PACKED IN ICE—By Lew Weiss, was the comment on this shot by a former winner of the BROADCASTING trophy. Left to right: Ward Ingrim, KFRC, San Francisco; Carl Haymond, KMO, Tacoma; Wilbur Eickelberg, Don Lee; Lewis Allen Weiss, Don Lee general manager.



NOT ONE OLE CAT—But next thing to it was this declaration of golf war. Left to right: Curt Phillips, KIDO, Boise; Hugh Feltis, KOMO-KJR, Seattle; Ted Enns, Iowa Broadcasting System; William Quarton, W M T, Cedar Rapids.

BALLED UP—At the start was this foursome: (l to r) C. T. Hagman, WTCN, St. Paul; Phil Meyer, KFYR, Bismarck; George Moskovics, KNX, Los Angeles; Earl C. Gammons, WCCO, Minneapolis.

EARLY START — But the last to tee off, Stephen T. Early, presidential secretary, negotiated the course with a net of 77 and a gross of 86, playing the course for the first time.

BEFORE THE TEEOFF — This foursome shared the wealth in a little "dime-dufing": (l to r) Ted Taylor, KGNC, Amarillo; Harry C. Wilder, WSYR, Syracuse; Paul H. Raymer, station representative; Howard Lane, KFBK, Sacramento.

CUEING HIS SHOT—Linc Dellar, KSFO, San Francisco, tries a fancy shot, while his foursome awaits the tee-off. Flanking him (l to r) are Ed Voynow, Edward Petry & Co.; I. R. Lounsberry, WGR-WKBW, Buffalo; Don Thornburgh, CBS Pacific Coast vice president.

IT'S A WOW — Or at least it might have been if the handicaps had worked out, observes William Ruess, executive of WOW, Omaha (second from left) at the nineteenth hole. Left to right: John Norton, NBC station relations; Mr. Ruess; John J. Gillin Jr., WOW; Charles Caley, WMBD, Peoria.

CONSCRIPTION — Starts on the golf links. Top sergeant (pointing) is George W. Smith, WWVA, Wheeling. His battalion consists of (l to r) H. G. Wall, WIBC, Indianapolis; Pete Kettler, WHIZ, Zanesville, O.; George B. Storer, WAGA, Atlanta; John Blair, station representative.

LOST BALL HAUL — or maybe it was a dodo-bird. Left to right are Robert Stoddard, KERN, Bakersfield; Sherwood Brunton, KJBS, San Francisco (the winnah!); Leo Fitzpatrick, WJR, Detroit; John F. Patt, WGAR, Cleveland.

A MILKMAN'S MATINEE — Was enjoyed (perhaps for the first time since babyhood) by this CBS coterie. Kneeling, stooping or squatting are A. E. Joscelyn, WBT, Charlotte, and Carl Burkland, WCCO, Minneapolis. Sipping (l to r) are Kingsley Horton, WEEI, Boston; Paul White, CBS, New York; Harold Fellows, WEEI; Art Kemp, CBS Western sales manager; Merle Jones, KMOX, St. Louis.

THREE BALL ACT—Is what Bill Cartwright, Edward Petry & Co. (reclining) called this. Swinging (l to r) are Frank Fitzsimonds, KFYR, Bismarck; Pete Lyman, KOMO-KJR, Seattle; Les Johnson, WHBF, Rock Island.

IRNA to Oppose Net-Monopoly Report

Quarterly Discussions of Problems Agreed to By Networks

RECOGNIZING the danger to the entire industry lurking in the report of the FCC Network Monopoly Committee proposing far-reaching changes in network-affiliate relationships, Independent Radio Network Affiliates at a meeting in San Francisco Aug. 5 approved procedure whereby a brief will be filed opposing certain of the conclusions reached by the three-man FCC committee. The brief will be submitted by Sept. 15. Paul M. Segal, Washington attorney, was retained for the purpose by the IRNA board at a meeting Aug. 6.

Also adopted was a resolution relating to network trade practices said to encroach upon rights of affiliates, including station-break time. IRNA welcomed an agreement reached with officials of CBS and NBC during the convention whereby regular quarterly meetings will be held with the heads of the respective networks, to discuss with committees of their own affiliates trade practices, recommendations and complaints regarding operating policies.

Rosenbaum Again Chairman

Samuel R. Rosenbaum, WFIL, Philadelphia, was re-elected chairman at the meeting of the newly constituted IRNA board Aug. 6. Paul W. Morency, WTIC, Hartford, was re-elected vice-chairman. Resignations from the board of John Shepard 3d, Yankee Network, and Walter J. Damm, WTMJ, Milwaukee, because of pressure of other business, were accepted. The board named William J. Scripps, WWJ, Detroit, and I. R. Lounsberry, WGR-WKBW, Buffalo, to the vacancies.

Committees named by the board to meet quarterly with the major networks, in accordance with the new agreement, were, for NBC: Chairman Rosenbaum, Vice-Chairman Morency; Edwin W. Craig, WSM, Nashville; George W. Norton Jr., WAVE, Louisville, and Martin Campbell, WFAA, Dallas. For CBS: Mark Ethridge, WAVE, Louisville; Mr. Lounsberry and Don Elias, WWNC, Asheville.

A new executive committee elected by the board comprises Messrs. Rosenbaum, Morency, Elias, Campbell, Lounsberry and H. K. Carpenter, WHK, Cleveland.

About 150 broadcasters attended the session. Chairman Rosenbaum reviewed past attainments of IRNA before bringing up new business, and urged non-members to join. The agreement procured from NBC and CBS for regular consultation on network-affiliate problems, he said, is a development of major importance.

Action on the resolution to file a brief in opposition to the network-monopoly report came after Chairman Rosenbaum, George W. Norton Jr., WAVE, Louisville, and Mark Ethridge, WHAS, Louisville, had addressed the session. They frankly recognized the many points of dissatisfaction in relations of networks with affiliates, but emphasized that the FCC Committee proposed to accomplish, without new legislation, results which inevitably would undermine or conceivably control the business, program and other operations of stations and networks, which are specifically precluded it under the statute.

It was agreed the FCC should be advised that the affiliates are in a position to engage in their own bargaining with the networks. Mr. Norton analyzed the report as it applies to affiliate affairs, specifying six points. These he recounted as length of contracts; optional time; outlet stations must accept network programs; exclusive contracts, resulting in purported limitations on competition between networks; limitations on competition between network and outlet, and division of revenues between network and outlet.

Renders Future Uncertain

"Looking over the report as a whole," Mr. Norton said, "if the recommendations are carried out, we are faced with grave uncertainty as to the future in view of the indefiniteness and vagueness, and in most cases the actual lack of any specific recommendations. Any broad, standardized rules applying to everyone would be very difficult of application. Under these circumstances, it may be that the affiliates should make specific recommendations with relation to the matters condemned or criticized in the report."

No Nurse Needed

Mr. Ethridge declared the saving grace of the report is that it is simply a subcommittee proposal to the full commission. He described it as an "ingenious effort" to do without legislation what could not be accomplished otherwise. He said the report was contrary to the views "so eloquently expressed" by Chairman Fly in his address before the NAB convention a few hours earlier.

Mr. Rosenbaum declared broadcasters are capable of negotiating their own contracts and do not require any "wet nursing" of the type proposed in the report. The FCC apparently does not understand the calibre of men in radio, he observed. He cited as an example the new FM license form (319), which he said requires the pedigree of the applicant even down to distant relatives and practically demands the naturalization certificates of people who came over on the Mayflower.

To File a Brief

Campbell Arnoux, WTAR, Norfolk, offered the motion that the IRNA board be authorized to employ counsel to file a brief in opposition to that portion of the report deemed inimical to the interests of affiliates. George B. Storer, WAGA, Atlanta, president of the Fort Industry Co., also operating stations in Ohio and West Virginia, inquired whether it would be wise to restrict the brief to a refutation of certain of the allegations in the "indictment", and include also a recognition of the existence of "certain abuses".

Because there were "too many differences of opinion even among affiliates", Mr. Rosenbaum suggested the brief should be in the nature of a general attack. Don Elias, WWNC, Asheville, held there were justifiable complaints against certain network requirements, particularly those which force affiliates to peg their na-

(*Continued on page 44*)

RESOLUTION BY NETWORK AFFILIATES

1. Representing the interests of all affiliates, IRNA is concerned over trade practices which encroach upon the established and proper rights of affiliates.

2. Such a practice is the use without payment by a network advertiser of the station-break period between contiguous program periods for separate products.

3. This practice is condemned by IRNA.

4. We express the view that it results from undue compliance by sales departments with efforts by advertisers and agencies to obtain entire concessions. Affiliates see in this practice, if continued, a threat to an important item of the income of affiliates without which their ability to serve the public would be impaired.

5. IRNA welcomes the agreement which has been obtained by its board with NBC and Columbia to the effect that the ranking executive of each network is willing to schedule a regular meeting quarter-annually or, if necessary, at other intervals, in which each network will discuss, with a committee of its own affiliates, trade practices, recommendations and complaints regarding operating policies.

6. IRNA requests its board to instruct such committees to continue to endeavor to obtain from the networks cooperation towards the reduction and elimination of the trade practice above condemned.

Meeting of Independent Radio Network Affiliates at Convention

Radio Can Face Future With Confidence

By JAMES LAWRENCE FLY*
Chairman, Federal Communications Commission

Industry Must Stand as Bulwark of Democracy During the Troublesome Days Ahead, Without Federal Interference

IT IS A GENUINE pleasure to meet with you for the mutual consideration of radio and the problems which it meets today. This is a healthy type of meeting. Only through joint discussions of this kind can we promote the free exchange of ideas so necessary to effective cooperation between Government and industry. At no time in our history has cooperative endeavor been more essential to the welfare of the public and the industry alike. I have the feeling that, as we meet face to face, dopestory conflicts and phantom crises will move out under the veil of the first fog retreating over the bay.

Before moving to the discussion of one vital problem of the broadcasters, I think we ought to utter a word of tribute to those great engineers whose scientific genius and tireless efforts created radio broadcasting. To a great extent their names are unsung, yet it is they whose research developed radio in the laboratory and continued from year to year for almost a quarter of a century to lift radio broadcasting to successively higher planes of technical efficiency. They have given us the equipment to do a splendid job. We are assured of even greater things on new frontiers. That leaves the task to us as broadcasters.

Gossipers' Hobgoblin

Grave problems confront us in the policies to be pursued in the public service. But in the outset some of the supposed problems may be dispelled. For example, you may be concerned about the effect on you of the present emergency. Alarmists with absolutely no factual basis to support them have conjured up the bogeyman of the Government operating the broadcasting systems or of the complete curtailment of broadcasting in the event the security of this country were threatened.

I have said that these disturbing rumors are completely without substance and I want to reiterate that as forcefully as I am able. The whole trend today of Governmental planning to meet any emergency is toward minimizing, as far as possible, dislocations of our normal way of life. I can assure you that broad plans for the shutting down of broadcasting or for Governmental operation have existence only as hobgoblins in the minds of idle gossips. There is no such plan afoot.

I should like to touch upon the stories occasionally spread about that the Commission is about to destroy rural radio service. I should like to make it clear that it is the Commission's constant aim to do exactly the opposite—to expand rural service. It is our duty to provide for the people of the United States—and that means all the people, not merely the city dwellers—the best and most widespread radio service possible. To that end the designation of classes of stations and the uses of channels are constantly under study. I can assure you that no move making for a general curtailment of rural service is being planned or even considered. If anything, steps in the other direction may be anticipated.

There are many comparable ghosts which I shall not take the time to belabor here. Needless to say the radio broadcasting industry has reached its majority. It is even wearing shoes. It should no longer believe in ghosts.

In a graver mood, I would turn to a real problem. Amid a world in conflict I venture to pause at this important juncture to stress one significant phase of American idealism which has become such a vital force in the practical conduct of radio broadcasting: Freedom of Speech.

In the Public Interest

Radio, in the last 20 years, has grown from a dream of its sponsors into a primary means of reaching the American people. The realization of that dream has fortunately come in time to aid in the struggle for the preservation of the ideals on which all American industry and particularly your own is founded.

You who have come into the broadcasting industry have dedicated yourselves to the service of the American people. You have been granted the privilege of sharing in the administration of a limited public facility and in turn have assumed an obligation to conduct your operations in the manner required by the public interest.

The public interest in broadcasting derives from two chief sources. It stems from the great force which radio exerts over the customs, the opinions and the very lives of the people as a whole. Not a public utility, it is indeed more than a public utility—more than an ordinary convenience made available to all alike. The public force of broadcasting places it in a uniquely important and novel class of public service. The manner in which that great force is wielded necessarily is a matter of great public concern in fact.

Another source of public interest in broadcasting is that the radio spectrum is public domain. Radio waves are not the subject of private ownership. The public has every right to insist that, in the private exploitation of this public facility, the public interest shall be served. Where private operation runs counter to public interest, the FCC as the servant of the Congress and of the people is under a duty to repossess the wave length in the name of the people.

It is a rare tribute to the radio industry that this duty has seldom been exercised because of the character of the public service rendered. That duty must never be performed in a capricious manner. Nor should it ever be used as leverage to control program conduct.

Program Latitude

Under the law there cannot be any Governmental censorship of radio. This is another ghost which seems to have taken on substance by the repeated whippings it has taken.

It is important to observe that no Government official directs you to maintain particular programs or to delete any particular program. Great latitude must exist in the conduct of a broadcasting station. And under our American way it is entirely proper that broad discretion in the conduct of the station is vested in the private operator. At the same time the public does and should urge that certain basic principles be preserved. But the greatest of these very principles requires that neither I nor any other particular person or interest shall utilize this great force to impose one's own ideas upon the public.

Radio must remain as an instrument of freedom and for the preservation of freedom. That being true we must not be deluded into the thought that such an instrument is under no obligation to the public.

On day before yesterday at the World's Fair, there was presented to the broadcasting industry an impressive plaque symbolizing freedom. On it were inscribed in words of Walt Whitman, "I say there can be no safety for these States—without free tongues, and ears willing to hear the tongues."

As I sat there in the spell of

(*Continued on page 68*)

*Full text of address before convention of NAB, San Francisco, Aug. 5, and broadcast over CBS and MBS.

NBC CREW'S FEAST
Golden Gate Delicacies Greet Net Executives

SAN FRANCISCO's world-wide reputation for fine food was upheld Aug. 4—at least in the eyes of the NBC's bigwigs who were tendered an epicurean delight—by the San Francisco NBC executives during the NAB convention.

With Al Nelson, KPO-KGO general manager and assistant vice-president, as host, Niles Trammell and his Radio City flock, together with v.-p.'s from Washington, Chicago, Hollywood, Denver and waypoints, feasted at the renowned Omar Khayam's. The 52 present at the stag dinner dined for nearly four hours on a score or more courses and six wine courses.

The special menu, concocted by Chef George M. Mardikian, included NBC breads, KGO relishes, KPO hors d'ouevres, static soup, Red network salad, Blue network paste, kilocycle pilaffs, remote control jams and jellies, officials entrees, transmitter fritters, antenna vegetables, transcription desserts and sign-off coffee.

FOOD was everywhere when NBC executives dined at San Francisco's Omar Khayam restaurant as guests of Al Nelson, KPO-KGO general manager. Edgar Kobak (lower right) fawned over a choice suckling pig prior to wielding the carving knife. The little porker was one of 52 courses. Afterwards, Mr. Kobak and Mr. Nelson (at left, top photo) told Steve Early, secretary to President Roosevelt, about the feast, with Chef Mardikian filling in the details.

Spot-Local Setup Revamped by NBC

Stratton, De Russy Assigned Broadened Sales Area

CONTINUING the revamping of the NBC spot sales organization which has been occasioned by the July 1 withdrawal of the four Westinghouse stations, KYW, Philadelphia, WBZ, Boston, WBZA, Springfield, and KDKA, Pittsburgh, from the roster of network managed and operated stations, James V. McConnell, NBC national spot and local sales manager, on Aug. 9 announced three new sales territorial assignments, in Cleveland, Boston, and New York.

Mr. Stratton

New setup establishes an NBC branch sales office in Boston and expands Cleveland territory to include Pittsburgh and the New York territory to include Philadelphia, replacing offices formerly maintained at the then M & O stations

Mr. Kettell

Mr. De Russy

in those cities. NBC continues to act as sales representative for the Westinghouse quartet as it did when they were a part of the M. & O. setup, and in addition will also represent Westinghouse stations WOWO and WGL, Fort Wayne, after Sept. 1.

Stratton's New Area

Under the new alignment, Donald G. Stratton, former NBC network and spot sales representative in the Cleveland district, will concentrate on spot sales in an expanded area that will include the Cleveland, Detroit and Pittsburgh territories. Before assuming his present position in 1932, Stratton had spent five years in the sales department of WTAM, Cleveland, and three as sales manager. He had previously been advertising manager of Williams Metal Products and of the Vitrolite Co.

J. S. De Russy, formerly on the sales staff of KYW, Philadelphia, operating from NBC's New York spot sales headquarters, will cover Newark and Philadelphia as well as a number of accounts and agencies in New York. A onetime reporter on the *Newark News* and later Philadelphia branch manager of Scovil Bros., financial advertising agency, De Russy also served in the advertising departments of the *Philadelphia Evening Bulletin, Inquirer* and *Record* before joining KYW in 1939.

In New England, NBC's spot sales representative will be Elmer Kettrell, formerly with *Printer's Ink*, the Scripps - Howard newspapers and Lord & Thomas He has just joined NBC.

FIRST MAJOR CHANGES in the NBC organization since the NBC board's appointment Aug. 2 of Frank E. Mullen as vice-president and general manager [BROADCASTING, Aug. 1] occurred in the Pacific Coast sales division. Sidney Dixon has been named sales manager of the Pacific Red Network and Tracy Moore was designated to the same post for the Pacific Blue. The appointments were announced jointly by Edgar Kobak, vice-president in charge of Blue Network sales, and Don E. Gilman, western division vice-president. Dixon has been western division sales manager for two years, a post now abolished, and Moore has been transferred from the Hollywood sales division. Here are (l to r) Messrs. Kobak, Dixon, Gilman and Moore.

Cent-a-Station-Performance Minimum Is Set Up for Music Writers by BMI

A MINIMUM payment of one cent per - performance - per - station has been established by Broadcast Music Inc. as compensation to its writers for the performance rights to their musical compositions. Plan, which follows the outline developed in June [BROADCASTING, June 15], will be put into effect Jan. 1, 1941, following installation of a computation system to check performances.

Chief feature of the BMI compensation method is its lack of discrimination between writers on the basis of age, reputation, membership in any organization or any other artificial standard and to make performance rights payments on the single basis of how often the number is performed. A new writer who happens to click from the start will immediately cash in on his success, under the BMI plan, whose proponents estimate that the writer of a single hit song will earn from $1,000 to 1,800 in three months from radio performance alone.

ASCAP Payments

Stating that the only general performance rights compensation plan now in use is that devised by ASCAP, the BMI statement points out that although ASCAP licenses broadcasters to perform works of writers who are not ASCAP members, none of these non-members gets a cent of the $5,000.000 ASCAP collects from radio. Further, the release states, "although a few ASCAP writers, mainly veterans of the past, receive substantial compensation, ranging in excess of $15,000 a year from ASCAP as their share of the annual payments, most ASCAP writers receive less than $400 per year."

BMI will conduct a test check of various typical stations to determine the number of times that any music it publishes is performed by the station subscribers, and will then base its compensation on the number of station performances, giving full credit on network broadcasts for all stations involved in the broadcast. Between now and Jan. 1, results will be approximated, so that present BMI writers will receive just compensation before the end of the year, it was stated.

Aids Young Writers

"The BMI directors have set up as a minimum payment a cent per performance per station as compensation for the authors", the statement continues, "and have expressed their intention to increase this amount at such time as the collapse of the musical monopoly will have made it economically feasible to increase the rewards

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WHEN Frank Mullen gave up his position as RCA public relations vice-president as of Aug. 2 to take over his new duties as NBC executive vice-president, members of the RCA department of information gave him a going-away present. Shown is Mr. Mullen (left) receiving the gift from Horton Heath, who will continue as head of the RCA information staff.

DEPARTMENT SHIFT EFFECTED BY NBC

WITH the appointment of Frank E. Mullen as vice-president and general manager of NBC by the NBC board Aug. 2, the reorganization of staff, in addition to shifts predicted exclusively in the Aug. 1 BROADCASTING, will include a setup whereby five departments will report to William S. Hedges, station relations vice-president.

These are the Red Network Division, Sheldon Hickox, manager; Blue Network Division, John Norton, manager, and Service Division, Easton C. Woolley, manager; National Spot and Local Sales, J. V. McConnell, manager; Managed and Operated Stations, Sherman D. Gregory, manager; Development & Research Dept., Charles W. Horn, assistant vice-president in charge.

President Niles Trammell's office will consist of James R. Angell, educational counselor; John deJ. Almonte, assistant to the president, and Clayland T. Morgan, assistant to the president. When Mr. Trammell is absent or unavailable, Mr. Mullen will act for him; when both Mr. Trammell and Mr. Mullen are unavailable, Mark Woods, vice-president and treasurer, will act. The departments and divisions reporting to Mr. Mullen and Mr. Woods are as reported in the Aug. 1 BROADCASTING.

Strotz Names Murphy

WILLIAM J. MURPHY, member of the NBC central division continuity department since 1932 and assistant continuity editor since April, 1937, has been named continuity editor, according to Sidney N. Strotz, vice-president in charge of the NBC central division. Murphy succeeds Ken Robinson, who leaves NBC after three years as continuity editor [see page 74]. Robinson's predecessors were Larry Holcomb and Willis Cooper. After graduating from Notre Dame in 1927, Murphy joined McJunkin Adv. Co., Chicago, as a copywriter, remaining with that firm until January, 1932, when he joined the continuity staff of CBS Chicago. He went to NBC Chicago in October, 1932, as a continuity writer. He was author of *Young Hickory, The Kilmer Family, Cameos of New Orleans, Flying Time, Medicine in the News, This Amazing American*. He is married, has three children and lives at 510 Washington St., Willmette, Ill.

Mr. Murphy

Hauser to Blue Staff

B. J. HAUSER, formerly in charge of sales promotion for NBC's managed, owned and programmed stations, has been transferred to NBC's network sales promotion staff, where he will specialize on promotion for the Blue Network. No successor has been named as yet. Joseph A. Ecclestine, formerly with the ANPA Bureau of Advertising, has also joined the NBC promotion department as a copy writer, succeeding Peter Zanphir, resigned. Both changes are effective Aug. 15.

Annual 'Broadcasting's Day' Urged

Tributes Are Paid to Radio Service by World Fairs

OBSERVANCE of "Broadcasting's Day", or some variation of it, as an annual event at which the industry will render an accounting of its public service, was foreseen following the Aug. 3 celebration during which officials and dignitaries representing every segment of American life paid homage to "free American radio".

Led by Stephen T. Early, secretary to President Roosevelt, who unveiled a plaque symbolizing free radio, more than a score of national leaders participated in the one-hour broadcast over the largest single network ever assembled. A total of 634 stations—network affiliates and independents alike—tied into the Aug. 3 broadcast, climaxed by the unveiling of identical plaques at the New York and San Francisco World's Fairs. Flanked by the brightest stars in the radio and theatrical firmaments, these leaders paid glowing tribute to radio's accomplishments.

Symbol of Freedom

From President Roosevelt himself, Mr. Early brought a message reiterating the Chief Executive's previously expressed view that, save for such essential controls of radio operation to prevent complete confusion on the air, in all other respects "radio is as free as the press". He commended the industry for its great record of progress and service, and commented that the American system of free radio, as depicted by these plaques is a symbol of freedom.

Chairman James Lawrence Fly of the FCC, William Green, president of the American Federation of Labor, and high-ranking personages representing religion, the arts, education and industry all joined in the unprecedented tribute to broadcasting, as a public service and a medium of free speech. NAB President Neville Miller, in acknowledging the tribute, closed the program with this observation:

"A free people needs not only the right to hear but also the right to be heard. This is what American radio means to the people of the United States. In this spirit, the broadcasters of the nation accept these plaques dedicated to freedom of the American air. With your help, we shall ever keep it so".

An eleventh-hour change in plans brought Presidential Secretary Early to San Francisco for the unveiling ceremonies. The original arrangement contemplated a remote-control address from his office in the White House. Mr. Early flew to Los Angeles and thence to San Francisco with Harry C. Butcher, CBS vice-president, and John A. Kennedy, WCHS, Charleston.

On the rostrum at the San Francisco Fair were Messrs. Early, Fly, Miller, Kennedy, Edwin W. Craig, WSM, Nashville; Paul W. Morency, WTIC, Hartford; F. M. Russell,

(*Continued on page 52*)

DEDICATED to a "free American radio" was this plaque, one of two unveiled at joint ceremonies in New York and San Francisco Aug. 3 during observance of "Broadcasting's Day". In this ceremony, at the San Francisco Exposition, are (l to r) Neville Miller, NAB president; FCC Chairman James Lawrence Fly and Stephen T. Early, secretary to President Roosevelt, who dedicated the plaques. The Girl Scout is Elizabeth Tucker, the Boy Scout is Bill J. Giacometti, both of Oakland.

'Radio Day'

SEQUEL to the highly successful Broadcasting's Day observance Aug. 3 is a resolution introduced in Congress by Rep. Dingell (D-Mich.) proposing that Aug. 26 be set aside each year as "National Radio Day". The bill would authorize the President to issue a proclamation designating the day and to call on officials of the Government "to display the flag of the United States on all Government buildings on that day, and inviting the people of the United States to observe the day with appropriate ceremonies."

SPEECHES AT PLAQUE UNVEILING

Chairman Fly's Remarks

I AM HAPPY to participate in this tribute of the two great World Fairs to the radio industry—both in an official capacity, as chairman of the FCC and as just another listener who has found many enjoyable hours by the side of his radio.

First, let me say a word about the government's interest in this field. The FCC was created by Congress to protect the public interest in radio and related fields of communication. It was set up to carry into effect the policies which you, the American people, want. The members of the Commission are your representatives.

No less are the broadcasters your servants. As trustees of the radio frequencies which are public domain, the broadcasters are eager to learn what the public desires. They spend large sums of money in making surveys to learn the type of programs which meet with your approval. They are always sensitive to public reactions once they are made known.

Those in the broadcasting industry know, for example, that so far as public issues are concerned you want an opportunity to learn all the facts. They realize that other sources are open to those who want, or who may be willing to tolerate, the partisan presentation of information—with its unbalance and the insinuation of prejudice into factual reporting. They are aware of their great opportunity to establish radio as the completely reliable, impartial medium. Idealism is a practical influence in the conduct of radio broadcasting.

That, in large measure, is because you have made it clear that you do not want the magic of radio bent under the yoke of selfish interests; that you want this public facility left completely free to serve the interests of the public. It is entirely appropriate that you make your wishes known to the broadcasters, and for that matter, to the Commission. All of us want radio to continue its great strides for the benefit of the whole race. Its great force we all want exercised, in this country, to maintain American radio, in the future as in the past, the finest and freest on the face of the globe.

In the last analysis, the best radio, the freest radio, is that most responsive to the wishes of the people. That is democracy in flower.

Secretary Early's Remarks

IT IS SINGULARLY fortunate that, at a time when the freedom of mankind is at stake throughout much of the world, we can assemble here to participate in a ceremony which symbolizes liberty in America. These words "freedom" and "liberty" are so much discussed in these days that, I sometimes wonder if we maintain a constant appreciation of their real significance. So long have we enjoyed these blessings there is temptation for the words to become abstractions. Yet today there are millions of men who, perhaps, can hear these words over shortwave transmitters—men who are suffering the tyranny and slavery that follow the loss of their freedom.

Expression of opinion in parts of this world of ours is a felony, punishable by death. It is, likewise, a crime, according to the credo of the tyrants, for men to listen to the opinions of others if such opinions differ with those of their dictators. Yes, there are men who are fighting and dying to maintain that freedom for themselves and—perhaps for us all. And, this freedom cannot be maintained without sacrifice.

The old truism: "Eternal vigilance is the price of liberty" has no boundaries in the world today. When free men become slaves in any part of the globe, vigilance requires that we prepare to make certain that encroachment on liberty cannot happen here. This nation is now engaged in such preparation. Industry, labor, agriculture and other groups are being mobilized into this great effort to make America invulnerable against whatever the future may hold as a threat to our freedom. This is being done by democratic procedures, and, with a real sense of national unity.

Must Be Impartial

Broadcasters, in common with many other groups in America, no doubt are concerned with the contribution they can make to the program of national defense. I can only give you a personal opinion. Broadcasters, it would seem, have a unique responsibility and a privileged opportunity. The dependence of our people upon radio as an important source of information calls for the highest degree of care in presenting facts impartially and without distortion. In the event of an even more extreme emergency, it seems to me, radio can and should continue to make its important contribution to the maintenance of the morale of our people.

I see no occasion for any sort of extraordinary measures so far as radio is concerned. I am convinced that broadcasting will continue to function in accordance with the public interest and, in a democratic way, during any emergency. Your duty, as American citizens, is the best standard of conduct in times of crises, as well as under more normal circumstances.

To the broadcasters and to the listeners to this program, I bring greetings and best wishes from the President. You broadcasters know the President's views on the relationship of radio to government. Recently, he pointed out that while the Government long ago had to set up essential controls of radio operation, to prevent complete confusion on the air, in all other respects, radio is as free as the press.

I bring to you a new expression of hope that this freedom will endure forever. Likewise, I offer congratulations to the radio industry for its great record of progress and service. The American system of free radio, as symbolized by these plaques, is actually a living symbol of the freedom of us all.

Knapp Monarch on Blue

KNAPP-MONARCH Co., St. Louis (electric razors), will start on Sept. 29 a 15-minute news dramatization entitled *Ahead of the Headlines* featuring the editors of *Newsweek*. The program will be heard over 43 NBC-Blue stations Sundays, 11:45-12 noon. Cramer-Krasselt Co., Milwaukee, handles the account.

Senate Probe Reveals Shakedown of RCA

Brown Forgotten In Revival of Trust Case

By LEWIE V. GILPIN

STRAYING far afield from its initial purpose of considering the nomination of Thad H. Brown for another seven-year term with the FCC, the Senate Interstate Commerce Committee during the first two weeks of August conducted a radio monopoly investigation of its own which threatens to discredit the 1938-39 Network-Monopoly Inquiry of the FCC.

Leveling their guns squarely at RCA, committee members led by Chairman Wheeler (D-Mont.) and Senator Tobey (R-N.H.) questioned a group of RCA officials, headed by President David Sarnoff, on charges that the company had paid various persons, including two U. S. Senators and a Federal court clerk, for their influence in securing postponement of trial of the Department of Justice's 1932 anti-trust case against RCA, AT&T, General Electric and Westinghouse, the latter two then the parent companies of RCA.

Victim of Brokers

In addition to imputations of bribery, it was developed by the committee that RCA had been "shaken down" for several thousand dollars by four Washington real estate brokers whose only confessed part in the devious procedure was to introduce into the case lawyers who eventually secured a continuance in the 1932 anti-trust prosecution, eventually leading to a satisfactory consent decree whereby General Electric and Westinghouse ownership of RCA was relinquished and RCA set up as an independent entity and patent pool.

Apart from the "questionable procedure" of RCA, the hearing developed what was regarded as a growing possibility of a Senate investigation of the radio industry, the FCC or both. During the unusual extended hearings on Col. Brown's reappointment, the committee, with Senator Tobey as ringmaster, previously had appeared to have something other than the nomination on its mind. But not until this latest tack of minutely examining RCA's actions in a 1932 proceeding and their subsequent ramifications did it become evident that the committee had in mind anything beyond a criticism of the FCC Network-Monopoly Report and Col. Brown, as acting chairman of the Network-Monopoly Committee [BROADCASTING, June 15, July 1-15, Aug. 1].

The RCA situation causing the extended hearings was epitomized in an incredulous remark made in the midst of RCA testimony by Chairman Wheeler: "You don't expect us to believe that RCA paid a contact man to find a couple of real estate men to recommend a lawyer who could find a Senator who would recommend hiring another lawyer sitting in the Senate to represent your company in Wilmington (Del.), where the company already had counsel employed?"

COMPLETE running account of the Senate Interstate Commerce Committee's hearings on the Thad H. Brown nomination, which have developed ramifications involving RCA and CBS, appears on page 81 et seq.

Getting Rid of Nuisance

The extended inquiry into RCA procedure started when Senator Tobey invited Mr. Sarnoff to appear before the committee to answer charges originally made in 1938 by former Rep. MacFarlane (D-Tex.). These charges were amplified by the testimony of E. O. Keller, calling himself a Washington real estate broker, who for some years was identified with movements to secure a broad investigation of the radio industry and the FCC. Although all charges of "bribery" on the part of RCA were denied by Mr. Sarnoff and other company officials, it was established that RCA finally paid out a total of about $8,275 to the Washington real estate brokers and "contact men" to rid itself of "nuisance".

The RCA matter revitalized committee interest after it had droned through an FCC allegation set forth in the Network-Monopoly Report that CBS officials had made some unsavory stock transactions from 1929 to 1932 with Paramount-Publix Corp., to the detriment of other CBS stockholders [BROADCASTING, Aug. 1]. In the CBS matter, the committee charged the FCC with publishing "alleged facts" rather than real facts.

The FCC also drew a heavy lambasting from committee members for completely disregarding the RCA matter when it was first brought to public attention in 1938 by Rep. MacFarlane. It was pointed out that on the one hand the FCC Network-Monopoly Report gave much attention to the CBS-Paramount transaction and ultimately committed "inaccuracies of fact" which might injure CBS, while on the other it failed altogether to go into the charges made against RCA.

Brown Is Forgotten Man

Since the start of the RCA ruckus, bare mention has been made of the Brown nomination during committee hearings, which were still in progress as BROADCASTING went to press. During one all-day session the nomination itself was mentioned only once, and then incidentally. With further hearings expected to continue for several days, it is evident the nomination has become of secondary interest.

After concluding the CBS matter July 31, the Senate committee started its investigation of RCA activities Aug. 1, carrying on Aug. 6-9, and resuming Aug. 13, with further sessions scheduled as BROADCASTING went to press. Appearing for RCA at the hearings were Mr. Sarnoff; Col. Manton Davis, RCA vice-president and general counsel; Robert D. O'Callaghan, until June 1 a member of the RCA legal staff and now in private practice; H. A. Sullivan, RCA comptroller; Judge Joseph M. Proskauer, in charge of RCA stockholder suits.

Appearing independently at the request of the committee or under subpoena were E. O. Keller, Percy H. Keller, Levin P. Handy and Whyland Shaffer, Washington real estate brokers; H. C. Mahaffy Jr., clerk of the Federal District Court, Wilmington, Del.; former U. S. Senator Daniel O. Hastings, of Delaware; Roger Whiteford, Washington attorney [who was counsel for FCC Commissioner George H. Payne, a prime mover for Congressional investigation of radio, in his dismissed libel suit against BROADCASTING]; A. J. Stockly, senior partner in Mr. Hastings' law firm; C. E. Duffy, a former associate in the Hastings firm. Former U. S. Senator George H. Moses (R.-N.H.) was expected to appear, although he was definitely scheduled.

The proceedings were marked with spirited exchanges on subjects ranging from a criminal indictment and burglary to alleged use of "political influence", reaching an extreme when the Einstein theory of relativity was mentioned. As word of the new development spread, the previously dull proceeding suddenly caught the attention of newspapers and the committee room became jammed to capacity with reporters and spectators. The atmosphere became increasingly tense as witnesses were continually reminded they were answering under oath.

Buck Asks Agencies, Sponsors To Tell of Broadcast Pressure

Charges Networks Would Dictate What Agencies, Bands and Artists Perform on Radio Appearances

CHARGING that "the chains, drunk with power, assuming to speak for the independents, intend to dictate what copy an agency will use in the space it buys on the blank white pages of radio," Gene Buck, president of ASCAP, has sent a hinge-page letter addressed "to all advertisers" urging them to inform ASCAP of any pressure brought to bear on them by the broadcasters.

"We invite," he writes, "any advertising agency representative and all performing artists and orchestra leaders to bring to our attention each and every instance in which any pressure whatever is brought to bear upon them that might deprive them of complete freedom to choose, according to their artistic or commercial judgment, the music best suited to their particular use or purpose. All information thus received will be held in strict and inviolable confidence."

After devoting his first five pages to a review of ASCAP-radio relationships since the inception of broadcasting, a review which gives the impression the broadcasters spent the entire 20 years in trying to steal music from ASCAP, Mr. Buck begins his answer to the letters recently sent by NBC and CBS to advertisers and agencies, urging their support of BMI [BROADCASTING, Aug. 1]. Calling BMI the "wholly-owned creature of the broadcasters", whose "whole idea is to terrorize and intimidate ASCAP", he continues:

"ASCAP is not in the slightest concerned at these bombastic edicts being presently issued by the two chains, in which it is very noticeable that the overwhelming majority of independent and individual stations do not join. It is apparent that the chains, drunk with power, assuming to speak for the independents, intend to dictate what copy an agency will use in the space it buys on the blank white pages of radio.

"When this issue is joined, neither the performing artists nor the advertising agencies will permit themselves to be made cats-paws, or their reputations and advertising copy to be thus harmed and emasculated, by the dictation of the interests who would thus, if

(Continued on page 94)

Without ASCAP

FROM sign-on at 5:30 a.m., when KFEL, Denver, takes the air with the new BMI arrangement of the national anthem, until sign-off at midnight, when the broadcast day ends with the same BMI arrangement, not a note of ASCAP music is heard on programs originated by KFEL. This situation has prevailed since July 25, when Manager Gene O'Fallon decided KFEL should begin to accustom itself and its listeners to the absence of ASCAP music. Using only tax-free public domain music and the new BMI tunes and arrangements, the station reports it has no difficulty meeting every musical requirement. The absence of ASCAP tunes has brought not a single complaint from listeners.

There's a vital difference between a radio station "coming in" and "staying in." Millivolt maps show where a station can be heard (we have them, too), but it's more important to prove where a station **is listened to.**

We know WLS is listened to, because in 1939 listeners wrote us more than a million letters. And as for proof we "stay in"—we've received more than a million letters a year for ten years!

That's WLS listener loyalty—and that loyalty means **WLS Gets Results.**

WLS

The Prairie Farmer Station, Chicago . . . Burridge D. Butler, President . . . Glenn Snyder, Manager . . . 870 Kilocycles, 50,000 Watts . . . Clear Channel . . . NBC Blue Affiliate

NIB Holds Turbulent Session On Copyright-ASCAP Issues

Per-Piece Contract of Craney Starts Discussion; Wasmer Refutes Claim His State Had Signed

WHAT was scheduled as a routine business session of the National Independent Broadcasters on Aug. 5 turned into a pitched battle on copyright.

Hardly had the opening remarks of President Harold A. Lafount, and the report of Secretary Lloyd Thomas concluded, when the subject of ASCAP bomb-shelled into the room, with the tosser Ed B. Craney, KGIR, Butte, who has been a champion of the broadcasters in their long fight with ASCAP for reasonable concessions.

He revealed that he had made for his three stations an experimental deal with ASCAP by which the stations would be taxed only on music used by them. He said his agreement with ASCAP was for a trial period for an unspecified time to see if the plan was practicable for the entire industry. He explained that no percentage price had been set between his stations and ASCAP on this experiment.

Mr. Craney read a letter he had received from Senator Wheeler (D-Mont.), terminating the Montana controversy with ASCAP, and setting up the circumstances under which the measured service experiment would be carried out.

False Report Scotched

His action was immediately challenged by other members of the NIB group as to the wisdom of such a move at this time when the entire industry was fighting ASCAP and promoting BMI. The meeting immediately broke into an open forum discussion.

When the meeting ran over and encroached on the time scheduled for a session of the Local Stations Group, John Elmer, WCBM, Baltimore, present at the former meeting, announced that he had been requested by NAB President Neville Miller to hold his meeting so that Carl Haverlin, BMI station relations director, could explain the workings of the BMI to the independents.

With the consent of Mr. Lafount the two meetings were then welded and Mr. Haverlin took the floor. He recounted progress made by BMI and stressed how important it was that all the independent station owners become members of the industry's own music organization.

Mr. Haverlin injected a surprise package when he called upon Louis Wasmer, KHQ-KGA, Spokane, to refute a published report that Washington State broadcasters had signed with ASCAP. "I have not signed with ASCAP and I can say that *no* Washington State broadcaster has signed with ASCAP," Mr. Wasmer declared. "I consider it a thoroughly unjust move on the part of ASCAP in permitting this trade paper to publish such a statement."

There seemed to be a fear among some of the independents that BMI would not be in a position to supply the necessary amount of music and records for their needs, inasmuch as many of the independents use recordings and transcriptions practically exclusively. Mr. Haverlin, however, assured the broadcasters that BMI is in a position to take care of all their needs.

Texas Predicament

Mr. Haverlin was swamped with questions from broadcasters relative to the BMI service. A station operator from Texas, surrounded by Roosevelt stations, who have already signed with ASCAP, told of his perplexing situation. "They'll all be playing the ASCAP tunes," he stated, "so what is left for me to do but sign up with this group?"

This brought a number of BMI champions to the floor, who urged him to stick to the fight with them and entirely ignore ASCAP.

"We're in this fight to a finish," stated one of them. "I've been a broadcaster for 17 years and I've been bled and hood-winked by ASCAP long enough. The industry must stand in back of BMI now unitedly."

A hand vote taken by Haverlin showed that the majority of those present at the NIB meeting—some 60 members—were either already signed by BMI or proposed to do so in the near future. Earlier in the meeting Secretary Thomas read a letter from Edward Allen, vice-president of NIB, endorsing BMI and urging the independents to back it.

Andrew Bennett, counsel for the NIB, outlined recent FCC rulings as applied to the independents.

President Lafount closed the meeting with the announcement that NIB would hold a meeting in Chicago about Sept. 15 and one in New York about Oct. 15.

Mr. Lafount explained that because of the great distance between the Midwest and the East Coast, many NIB members in those sections were unable to attend the San Francisco meeting. For that reason he said meetings were proposed in Chicago and New York for broadcasters in those areas.

Regional Group Defeats Proposal for Dissolution

ALTHOUGH dormant for more than a year, National Assn. of Regional Broadcast Stations, organized to wage a battle against superpower several years ago, was continued by vote of some 20 regional stations at a meeting in San Francisco Aug. 5 called by John Shepard 3d, president of the Yankee Network, chairman of the group. With upwards of $7,500 in its treasury, a suggestion that the organization be dissolved, since superpower no longer is considered an issue, was voted down.

A motion by Walter J. Damm, WTMJ, Milwaukee, that all present directors be continued, was carried. Mr. Shepard was re-elected chairman, and Paul D. P. Spearman, Washington attorney, was retained as counsel. Members of the board are Campbell Arnoux, WTAR, Norfolk; Edgar L. Bill, WMBD, Peoria; E. B. Craney, KGIR, Butte; Edgar H. Twamley, WBEN, Buffalo; Hoyt B. Wooten, WREC, Memphis; Lewis Allen Weiss, Don Lee general manager, Los Angeles.

'Gridiron' Sketch Given at Banquet

Federal Tactics Lampooned at NAB Convention Festivities

A NEW BRAND of entertainment for broadcasters, following the theme of Washington newsdom's celebrated Gridiron dinners, was accorded the NAB convention at its annual banquet on Treasure Island, San Francisco, Aug. 7 before 600 guests. Titled "The Greener Pastures" the one-act presentation employed a professional cast. It was written and produced by Kenneth Jones, former public relations director of Federal Radio Education Committee. in collaboration with Ed Kirby, public relations director of NAB, under the auspices of the Do-do Club, old-timers' broadcasters' group.

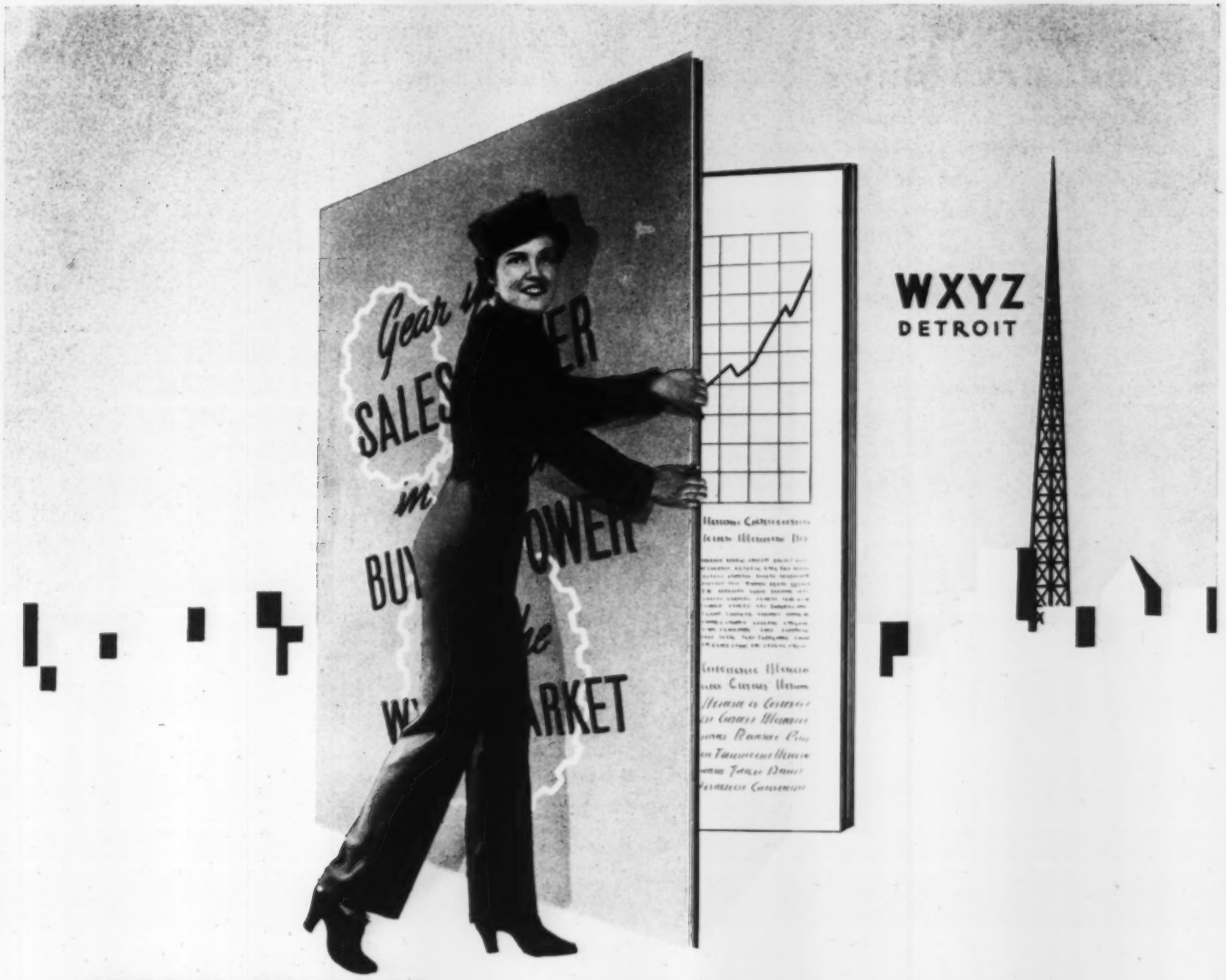
Lampooned in the skit were members of the FCC, whose regulatory rulings proved the bane of the existence of Alonzo J. Smith, "a typical broadcaster". Mr. Smith's tribulations, from the time he received his license, to his "dream of heaven" burlesqued events as they transpire in radio.

Heaven With Girls

His dream of heaven, the closing scene, showed broadcasters stretched out on divans, as beautiful girls (selected from Billie Rose's Acquacade) languished about. In one corner were cell doors labeled "ASCAP", "AFRA", "FCC" and "Lawyer's Lair", as lions and tigers roared. Against the backdrop was a chart labeled "chart of profits", with the curve going straight up, as the barometer bubbled over the top.

In another corner of the room was a chute opening, labeled "Interest on the public interest delivered here in cash".

The part of the typical broadcaster was played by Will Aubrey, KPO *Musical Clock* announcer and a vaudeville performer. His performance won the plaudits of the "professional" audience. All music performed during the banquet to which the guests danced, was from the BMI catalogs. Dancers apparently did not detect the difference betwen BMI or ASCAP tunes until they were apprised of this "surprise". Distinguished guests at the banquet included Presidential Secretary Stephen T. Early and FCC Chairman James Lawrence Fly.



NOW READY—THE 1940 FACTS AND FIGURES ABOUT THE *MOST RESPONSIVE AND FASTEST MOVING MARKET* IN THE WORLD

This WXYZ market survey book reveals money saving factors that should be at the "finger-tips" of every advertiser planning fall schedules. It shows the influential position that WXYZ holds in dominating this market. Have you received your copy?

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS *Daytime* . . . 1000 WATTS *Nighttime*
Basic Detroit Outlet for NBC Blue Network

National Sales Representative, PAUL H. RAYMER CO.

Long-Range Thinking Needed By Industry, Miller Declares

Annual Report to Convention Calls for Zealous Effort to Maintain Democratic Principles

DESCRIBING radio's last fiscal year as its greatest, but pointing out that broadcasters are meeting in a "very different world from that which existed this time last year", Neville Miller, president of the NAB, in his second annual report to the convention in San Francisco Aug. 5 called upon the industry to engage in "long-range thinking", in the light of the national emergency.

Broadcasters must be sure that regardless of what may happen, "radio's pillar in the temple of democracy will be sound and will not crumble", he said. "The foundation of that pillar must be a free radio. There must not only be no censorship but no threat of censorship."

Hand-in-Hand

Asserting that the foundation of free radio must be good broadcasting, Mr. Miller said the public is the only champion radio needs. "So long as our thinking is dominated by intelligence and common sense", he said, "there will be no serious threat to free speech, a free press or to a free radio. The American broadcasting industry has good reason to be proud of its record. Its job is one to be treasured and guarded from any hands within and without, which may threaten to destroy it. The American public we serve is marching with us."

In his report, delivered at the opening session of the convention, President Miller covered in retrospect events on the broadcasting scene since the 1939 convention. Copyright highlighted his report, though he covered the war situation, legislation, public relations, code, labor and other problems.

Carrying the fight to ASCAP, Mr. Miller said broadcasters always have been willing to pay a fair and equitable price for the use of music. But, he said, they demand the right to purchase music in a free and competitive market, just as they purchase their other requirements. Asking the convention to send out the word that "San Francisco is to be no Munich", he said the time was critical for all broadcasters and that the industry is in the fight to win.

In reviewing the ASCAP controversy, Mr. Miller declared broadcasters are unwilling to pay ASCAP on programs which use non-ASCAP music or on news broadcasts or other programs not using music. They are unwilling to pay the entire price for music to relatively few composers merely because those composers "have secured a monopolistic control of the means of exploitation of their output," he argued.

Broadcasters believe that the cultural life of America will be greatly benefited by encouraging the creative genius of young composers excluded from ASCAP, Mr. Miller said. He reminded that broadcasters pay 40 times as much per dollar of their gross as any other customer of ASCAP and that the new ASCAP contracts now demand they pay 80 times as much, increasing payments some $4,500,000 to nearly $9,000,000 a year.

BMI Progress

A year ago, when ASCAP refused to deal with an NAB committee on new contracts, Mr. Miller said that in accordance with the mandate of the NAB convention last July, a special copyright convention was held in Chicago last September, at which time a $1,500,000 fund was pledged for creation of Broadcast Music Inc.

"BMI has passed through the organization stage and today is a well-staffed organization, with a membership of over 300 stations," he said. "These BMI members pay over two-thirds of the revenue which ASCAP receives from the entire industry." He said that broadcasters have it within their power for once and all to end ASCAP's monopoly.

On the legislative front, Mr. Miller pointed out that the Johnson Bill to prohibit the advertising of alcoholic beverages by radio and the Thomas resolution for adherence to the International Copyright Union were major legislative threats during the present session of Congress, but neither bill nor any other legislation adversely affecting radio had been enacted.

In litigation, he said, the NAB participated in the RCA-Whiteman phonograph record case and that on July 25 the Circuit Court of Appeals in New York reversed the decision of the lower court and held that broadcasters had the right to perform records without paying a license fee either to the manufacturer or the performing artist. [BROADCASTING, Aug. 1].

A plea for revision of procedure at the FCC, to permit legal tests of Commission actions without requiring applicants first to violate them, was made by Mr. Miller. He said he believed there should be an opportunity for judicial findings by an independent examiner or some quasi-judicial or judicial tribunal. In particular cases which involve revocation or failure to renew broadcast licenses and where the licensee's entire business is at stake, there should be provided a separate judicial determination of the facts as well as the law, he continued.

High praise was given the NAB self-regulation code, which precipitated a major controversy at the last NAB convention and which has had reverberations since, in the

(*Continued on page 76*)

ARTILLERY TRIBUTE
NAB Honored for Its Part In Defense Drive

AS A TRIBUTE to the part radio is playing in the current enlistment and national defense campaign, the Color Guard of the 65th Coast Artillery (AA), Fort Winfield Scott, Cal., in an impressive ceremony, presented colors to the NAB at the opening luncheon meeting held in the Hotel St. Francis Colonial ballroom.

More than 800 persons witnessed the flag unfurling as well as the brief ceremony, which preceded an address by FCC Chairman Fly. Neville Miller, NAB president, pledged further support of broadcasting stations and networks in assisting in all national defense preparations.

"The broadcasting industry is proud and privileged to cooperate with the Army, the Navy, the Civil Service Commission, and the National Defense Council and all other proper agencies of government in the furtherance of the national defense program designed to protect this nation and the liberties of our fellow Americans," Mr. Miller said. "A free radio can do, and is doing, no greater patriotic service than to lend generously of its time and facilities to do those things necessary to preserve the freedom of the American people. NAB station members have pledged their aid in finding 100,000 men for civil service jobs in national defense agencies—Army, Navy and Civil Aeronautics."

FM BROADCASTING demonstrations were highlights of the NAB convention in San Francisco. Here is a group chiefly instrumental in arranging the special FM programs (l to r): Col. Gus Reiniger, Radio Engineering Laboratories; Paul de Mars, vice-president in charge of engineering, Yankee Network; Frank Gunther, REL vice-president in charge of engineering; R. V. Howard, chief engineer, KSFO, San Francisco; Clifton Howell, program manager of KSFO and CBS in San Francisco.

FM Network Plan To Be Discussed In Chicago Aug. 27

Progress of Art Is Topic of San Francisco Meeting

A MEETING in Chicago Aug. 27 of some 40 broadcasters contemplating FM stations in key cities has been called by John Shepard 3d, president of the Yankee Network and prime mover in FM development. The purpose is to discuss plans to establish an FM network to be mutually operated and to get under way next year. Mr. Shepard stated at the NAB convention in San Francisco that several committees named to study the formation of such a chain, appointed six weeks ago, will report to the meeting.

The scope and development of FM broadcasting, with particular stress on its advantages over regular broadcasting, were explained at a session of FM Broadcasters Inc. Aug. 7 in San Francisco. Throughout the day FM was demonstrated to the delegates by Frank A. Gunther, vice-president of Radio Engineering Laboratories Inc., who built Maj. Armstrong's station at Alpine, N. J. and the Yankee Network station at Paxton, Mass. KSFO collaborated in the demonstration, providing both live and transcribed programs.

Good Reception

Mr. Shepard presided at the Aug. 7 meeting and Paul deMars, Yankee Network's engineering vice-president, conducted a roundtable during which he lauded the work of Maj. Armstrong as inventor and Mr. Shepard as promoter of FM. After the demonstrations by REL-KSFO, Mr. Gunther stated that reports of reception came from points as far as 40 to 50 miles from San Francisco, all reporting excellent quality.

Western Electric and RCA also had FM equipment displays which were visited by many convention delegates. The rapid growth of FM was indicated in a statement during the meeting that by fall at least a dozen manufacturers will have FM receivers in the market.

To questions whether FM set makers were going to have an advertising appropriation for radio stations, or would place the bulk of their advertising in newspapers and magazines, as has occurred in the past in the case of set manufacturers, NAB President Neville Miller replied that the NAB has been working with RMA committee regarding the advertising of sets by radio.

Damm Urges Campaign

Walter J. Damm, WTMJ, Milwaukee, told the broadcasters it was time the radio industry itself went into a major promotion campaign to sell radio broadcasting. He referred to the ANPA Bureau of Advertising, which raised a special fund among its members for promotion of advertising in the press. That is what radio vitally needs today, he said. It should organize a Bureau of Advertising. Up until this time radio has been a buyer's market, he stated, and radio has now nearly reached the saturation point.

More than two loaves is better than one

When you buy WOR you buy a station which delivers more than twice the power of any station in Greater-New York.

You buy 50,000 watts multiplied and molded by a unique directive-array* method into a penetrating impact of 135,000 watts.

Is it any wonder, then, that a message launched over WOR spreads faster than office gossip?

Is it any wonder that more gilt-edge advertisers are using WOR than ever before? More frequently than ever before?

Wherever you see sales-smoke you'll readily discover that WOR's 135,000 watts have had a hand in igniting the tinder that produced the smoke.

We might suggest that we're always delighted to discuss this matter much more thoroughly for *your* benefit. Our address is 1440 Broadway, in New York.

*DIRECTIVE-ARRAY *radiation of power differs completely from the limited radiation delivered by the standard, or conventional, 50-kw. half-wave radiator. WOR is the only major station offering this unique power-plus system in New York.*

that power-full station—

WOR

Careful Checking Urged for Foreign Tongue Programs

Fly Suggests Triple Method Of Policing Broadcasts

FOREIGN language programs should be permitted to be continued provided they are an asset to the station, in the opinion of FCC Chairman James Lawrence Fly, but he urged a more thorough policing of news and commentary broadcasts in foreign tongues. Mr. Fly expressed his thoughts at a breakfast round-table on foreign-language programs at the NAB, with about 25 broadcasters present.

All foreign broadcasts should be put on the affirmative side and made an asset to the station, he declared. In his personal opinion, he added, they should be permitted to continue, if properly presented. But in these times of extreme danger from subversive elements, Chairman Fly said a triple check should be made on all newscasts and commentaries released in a foreign tongue over any American broadcasting station. First, he stated, the station management should demand an advance copy of the broadcast; secondly, an English translation of that broadcast; thirdly, and most important, a transcription should be made of every foreign language newscast or commentary program put on the air.

Cost Is a Factor

This final suggestion on the method of policing the foreign broadcasts provoked objections from several broadcasters. The majority of stations accepting foreign programs are locals and therefore have limited staffs and in most cases are not in a position technically to transcribe their programs, it was stated.

It was brought out that the cost of such an action would practically be prohibitive to some of the operators. Particularly would this be true in the case of WJBK, Detroit, according to James F. Hopkins, chief owner, who said, "We present approximately 45 hours a week in foreign language programs, spoken and music. Such a procedure of transcribing every one of those programs would run into a cost that would be almost prohibitive."

That, too, was the complaint of some of the operators of stations in small towns with no transcription companies within 100 miles or more. To install transcription equipment in the stations concerned would cost in the neighborhood of $500 to $600, they said, and was out of the question.

W. C. Alcorn, WBNX, New York, a leading foreign-language outlet, said his station for some time has been cutting transcriptions of the first few broadcasts of every new foreign-tongue account accepted. To date, he said, this method has worked out satisfactorily.

Riley H. Allen (KGMB), Honolulu, who said he carries programs in Japanese, Korean and Filipino, told how his station injects constructive American ideals into the foreign broadcasts and how they constantly remind the non-English speaking population of the benefits of Americanism.

Mr. Hopkins related the danger involved in permitting any foreign-language program to announce forthcoming picnics, meetings or gatherings of any kind. Usually, he stated, there is some subversive element behind these meetings.

The desire to cooperate with the station management on the part of the sponsors of an Italian program was related by Phil Lasky, KROW, Oakland. "The conductors of this Italian broadcast included a course in Americanism over a period of weeks and the results were amazing," he declared. "The Italians offered free books on Americanism to their listening audience and the demand for the periodicals astounded us." Mr. Lasky also told how his station has been triple-checking all foreign programs on KROW since the European war started. His program of checking, he said, was identical with that suggested by Commissioner Fly.

Other broadcasters were agreed that personalities should not be built up on the foreign programs. It becomes too easy for them to sway an audience, no matter how censored their script might be, it was brought out.

C. L. McCarthy, KQW, San Jose, said his station was catering to the vast Italian population in the rich agricultural district of the Santa Clara valley district south of San Francisco, with minimum of complaint or difficulty. In closing the session, Chairman Fly reiterated that the FCC did not want to ask any station to drop foreign language programs that are of importance to a community and of economic value to a station.

THEY CAN'T DO that to us, protested J. M. Rivers, president of WCSC, Charleston, S. C., when he saw this new sign over the entrance to WIS, Columbia. WCSC is a CBS affiliate and why, said Mr. Rivers, should WIS claim to be sponsored by Columbia when it is an NBC affiliate. That left G. Richard Shafto, WIS manager, and J. Dudley Saumenig (above) in a quandry. How did they solve it? For answer turn to lower right corner of this page.

Patriotic Discs

UNDER the auspices of the Radio Council on Children's Programs, a new series of transcribed children's Americanization programs, written by Hendrik William Van Loon, eminent author and geographer, soon will be offered to stations, according to word given the NAB convention in San Francisco Aug. 7. Ed Kirby, NAB public relations announced to the convention that the series would be produced if a substantial number of stations wished, and a showing of hands revealed general interest. The transcriptions would be supplied, at a minimum fee, for sustaining use only the first six weeks, with their release for sponsorship, subject to the Council's approval after that.

Around Clock

LATEST station to announce an around-the-clock schedule is WBAX, Wilkes Barre, Pa., which has just completed installing new equipment and remodeling its studios. The 24-hour schedule, unusual for any station outside the larger metropolitan areas, was started July 28.

Clear-Channel Stations Continue Organization

TWO-DOZEN representatives of clear-channel stations using 50,000 watts voted at a meeting in San Francisco Aug. 4 to continue the Clear Channel Group as an organized entity to safeguard clear channels from further encroachments. In existence for the last half-dozen years, the group, headed by Edwin W. Craig, WSM, chairman, discussed current problems confronting high-power stations, particularly in the light of the Havana treaty allocations, now awaiting final FCC action.

Louis G. Caldwell, Washington attorney, was continued as counsel. He attended the session with Reed T. Rollo, his associate. Broadcasters present were James D. Shouse, and Bob Dunville, WLW; Burridge D. Butler, and Glenn Snyder, WLS; Carl J. Meyers, WGN; Harold Hough, WBAP; Martin Campbell, WFAA; W. E. Groves, KSL; A. M. Herman, WBAP attorney; Earle C. Anthony, Harrison Holliway, H. L. Blatterman, C. W. Mason and W. P. Casson, KFI; Mr. Craig and Harry Stone, WSM; W. L. Coulson, WHAS; Col. B. J. Palmer, J. O. Maland, Ralph Evans and Paul Loyet, WHO; Rev. F. A. Cavey and W. H. Summerville, WWL.

NAB Delegates Guests At INS Entertainment

AN ENTERTAINMENT highlight of the NAB convention, in which nationally known personalities of radio, stage and screen entertained, was the luncheon tendered approximately 500 broadcasters Aug. 7 by International News Service. Monty Blue, screen player, was m.c., aided by Dinty Doyle, formerly radio editor of the *New York Journal* and now public relations chief for Billy Rose's Treasure Island Aquacade. Among the stars were Dorothy Lamour, Johnny Weissmuller, Morton Downey, Esther Williams, Cartoonist Jimmy Hatlo, Max Baer, Rita Murray, John B. Hughes and Fred Waring's Pacific Coast Glee Club. Hosts were Capt. H. H. Hamma, Walter E. Moss and Barry Faris of INS. 10 San Francisco radio managers were honorary hosts. The party was in celebration of INS' fifth anniversary in radio as a news service.

O'Sullivan May Add

O'SULLIVAN RUBBER Co., New York, which recently appointed Bermingham Castleman & Pierce, New York, to handle advertising for its rubber heels, is using six five-minute news periods weekly on WFBR, Baltimore, and thrice-weekly participations on the *Make Believe Ballroom* program on WNEW, New York. The company may add more stations later this fall.

Discuss Coverage Of Special Events

NEWS BROADCASTS are the most consistently popular type of program on the air today, it was brought out at the Aug. 7 session on special events and news coverage at the NAB convention.

Mark Ethridge, WHAS, Louisville, former NAB president, who presided, said this statement was proved in a recent survey. The survey also revealed that 54% of those interviewed stated they had received their news via radio and a little over 40% from newspapers.

Special events broadcasts was specifically covered in a brief discussion by Herbert Hollister, general manager of KFBI, Wichita. In a recent survey among 100 stations, he stated, the majority of broadcasters believed that special events were essential to good program structure and that the greatest benefit was derived by those at the receivers rather than persons at the pickup point of special events. The same survey showed the recent political convention broadcasts on the networks were the most popular of all special events in recent months.

Van Newkirk, director of special events for the Don Lee Broadcasting System, spoke briefly on the handling of special events by a regional network.

Because the meeting schedule was running overtime, it was impossible for two other scheduled speakers to address the meeting. They were A. A. Schecter, director of news and special events, NBC, and Paul W. White, director of public affairs, CBS.

Semler Expands

R. B. SEMLER Inc., New York, on Aug. 7 expanded its twice-weekly series of newscasts by Gabriel Heatter on WOR, Newark, to six MBS stations in the interests of Kreml hair tonic. The series now is heard 9-9:15 p.m. on KWK, WHK, WFIL, WAAB, WBAL and WOR, while KSTP records the program for rebroadcast at 11:15 p.m. Heatter is broadcasting from Lake George. N. Y., until Sept. 1 when he returns to New York. Erwin, Wasey & Co., New York, handles the account.

IT TOOK two feminine minds to solve the sign problem that vexed WIS and WCSC. Patricia Roof (left) receptionist, and Margaret Buchanan, secretary to Mr. Shafto, suggested the above solution and Mr. Shafto has announced the sign will stay this way, though the squawks descend in swarms. Mr. Saumenig is looking with approval at the new version.

Yes-Man breaks down at last and says "No!"

Can I buy Spot Radio time on as few as one or two stations or on as many as I like? **YES**

Can I buy any station I want in any territory? **YES**

Can I adapt my commercial announcements to sales drives in any given territory—even giving names and addresses of local dealers? **YES**

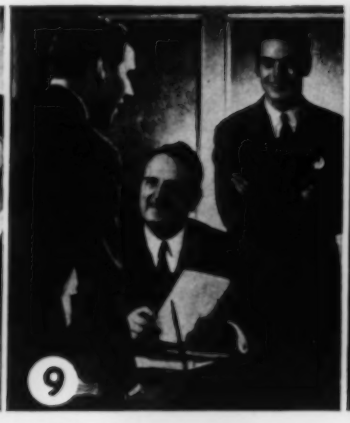
Can I buy any time-unit I want—25 words, 1-minute, 5-minutes, 15-minutes and so on—up to a full hour? **YES**

Can I time my programs to fit the listening habits of each territory? **YES**

Can I adjust my expenditures for Spot Radio to the sales budget for each territory? **YES**

Can I stay out of any territory in which my distribution is lacking or faulty? **YES**

Can I use different types of programs on different stations? **YES**



Can I use either live or transcribed programs . . . or both . . . as I choose? **YES**

Does all this make Spot Broadcasting more expensive? **NO!**

Any quiz on commercial broadcasting finds the right answer in SPOT RADIO. It's so flexible that it lets you do just about what you please, where you please and when you please, to get the utmost out of every dollar spent.

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.

EDWARD PETRY & COMPANY

INCORPORATED

Representing leading Radio Stations throughout the United States—individually

Offices in: **NEW YORK · CHICAGO · SAN FRANCISCO · DETROIT ST. LOUIS · LOS ANGELES**

Johnson Urges Broadcasters To Feature Patriotic Message

Suggests Industry Create Slogans for Promotion Of National and Hemisphere Solidarity

A STIRRING PLEA to broadcasters of America to create a national motto, which will be kept before the American people as a reminder of the necessity for "national teamwork" during the war emergency, was made Aug. 6 by former Assistant Secretary of War Louis Johnson in an address before the annual convention of the NAB in San Francisco. The speech was carried over combined NBC and MBS networks.

Selecting as his subject "Sponsors of National Defense", Col. Johnson asked broadcasters to include in their bulletins, in advertising script and in signing on and off an "urgent and effective appeal to all Americans for national unity." The country must achieve without delay a cohesion into one pattern of all American dreams and aspirations lest they be forever denied, Col. Johnson said in pleading for a revival of the spirit of American unity.

'Hemisphere Solidarity'

In addition to one for national unity, the former War Secretary asserted, a slogan is needed for "hemisphere solidarity". Nations of the Western Hemisphere, he recited, must move closer and closer toward each other, visit each other more frequently and exchange goods more freely. Asserting that this is no time to think of bargains and profits, he said that in the world of today the people of this continent must work together.

"Again, I turn to you radio broadcasters to translate this ardent desire into a popular formula that will remind us every day of our duty and responsibility," he said.

Besides national unity and hemisphere solidarity, the nation must have a "resurgence of respect for the dignity of labor", Col. Johnson declared. In this connection radio, too, he said, can do its part by imparting to the youth of America the real values in life. These he enumerated as loyalties to home, family, church, community and country. Calling them "our inspiration and our refuge", Col. Johnson appealed to broadcasters "to put new life and meaning into them, to extol them before the youth of our country, to recall them to the minds of our mature and our aged."

Col. Johnson explained the manner in which radio effectively has been used in conveying to the public the needs for adequate preparedness. Three years ago he said he became a "radio commentator" and for his subject took "National Defense". For sponsors he said he chose the American people and has been on the air an average of almost once a week to discuss his theme.

In 1937, said the soldier-attorney, America was not awake to the needs for adequate preparedness and too many lived with a false sense of security because the oceans were looked upon as "impregnable Maginot lines". A World War veteran and a former National Commander of the American Legion, Col. Johnson said he felt it was his responsibility as soon as he joined the War Department to convince the American people that national defense was a basic consideration in the life of the country. He visited every State in the Union at least once and many of them several times. Altogether he made more than 200 public addresses on national defense.

With Radio's Help

"With the aid of radio facilities, with the support of the press, and with the cooperation of military and civic leaders everywhere, I was able to awaken a great deal of enthusiasm for our defense program," Col. Johnson declared. "Some skepticism, I did encounter; and, here and there, I ran into what radio advertising men call 'sales resistance' to the 'commodity' I was advertising. Persistence, time, and especially events in Europe and Asia, at last made our people national defense conscious."

Without attempting to minimize ultimate dangers, Col. Johnson said it is no longer necessary to advertise national defense to the people. Every citizen, he said, must be willing to make all necessary sacrifices of time, money and effort toward achieving the objective of America sufficiently well fortified on land, sea and in the air as to command the respect of the world. Every citizen, he continued, must be ready and anxious to serve at the bench, the lathe, the loom, the plough, or in the armed forces, if need be, to gain the desired goal.

Emphasizing the role of radio, Col. Johnson said that national defense in its broadest phases includes not only unsurpassed military defense and an industry geared to produce munitions of war, but "a united nation, a nation spiritually aroused to its grave responsibilities and ready at all costs to work for a common end.

"You broadcasters of America, who are expert phrase and slogan makers, I urge to coin a national motto to keep constantly before the American people as a reminder, every day, in every way, of the necessity for national teamwork. In your bulletins, in your advertising script, when you open your program and when you sign off, let there come forth an urgent and effective appeal to all Americans for national unity."

WITH the recent death of L. W. Wood, manager and 51% owner of WCLS, Joliet, Ill., Robert W. Thomas has been appointed as administrator of his holdings.

How the Peabody Awards Will Be Made

Recognizing that the radio is an important medium of information, entertainment and public service, comparable to the press, The University of Georgia (chartered 1785) through the Henry W. Grady School of Journalism and a Board of Advisers, in conjunction with the NAB, will confer annually, beginning in 1940, the George Foster Peabody Radio Awards for the most disinterested and meritorious service rendered by each of three American radio stations, representing the three major types of stations (local, regional and national), and also by a national broadcasting chain, said awards to be given to perpetuate the memory of George Foster Peabody, benefactor and life trustee of The University of Georgia and friends of educational progress everywhere.

These awards will be announced and bestowed publicly by the Regents of the University System of Georgia, upon recommendation of the Advisory Board set up and maintained jointly by The University of Georgia, through the Henry W. Grady School of Journalism, and the NAB.

The membership of this Advisory Board shall consist of the Chancellor of the University System of Georgia and 11 other outstanding American citizens who have demonstrated in a notable degree their interest in public affairs, and who also by position and achievement are prepared to evaluate in an impartial and detached manner the contributions of radio stations and chains in connection with these awards. The Board is to be self-perpetuating, subject to the approval of the Board of Regents. Nominations for membership are to be made through the office of the Dean of the Henry W. Grady School of Journalism. (The initial personnel of the Advisory Board is to be announced soon.)

Nominations of candidates for these awards shall be made in writing to the Dean of the Henry W. Grady School of Journalism, The University of Georgia, Athens, Ga. Each nomination must be accompanied by complete and self-evident data setting forth clearly the claim to consideration for one of these awards. Program subjects, program outlines, program transcripts, recordings, letters and other pertinent data should be so presented as to comprise an exhibit which will be a faithful record of the station's particular contribution to public service offered for consideration in this connection.

Competition for one of these awards will be limited to work done during the calendar year ending Dec. 31 next preceding. The first award will be made in 1941, based on public service programs of 1940. The closing date for entries will be Jan. 15.

Welch Adds Discs

WELCH GRAPE JUICE Co., Westfield, N. Y., on Aug. 18 will drop the NBC Southern-Blue network for its *Irene Rich* shows and will place the show on transcription, to be heard following the Rudy Vallee, Don Ameche or Bing Crosby shows in 14 markets. Stations selected are WFAA WOAI KMBC WSM WAVE WSB WOW WKY KARK WMC WBRC WSMB KPRC WMAQ. The remainder of the schedule remains as before, the show being released on the NBC-Blue Sundays, 8:30-8:45 p.m. (CDST) with a repeat broadcast for NBC-Red stations in Mountain and Pacific Coast areas 10:15-10:30 p.m. H. W. Kastor & Sons, Chicago, handles the account.

KRAFT CHEESE Co., Chicago, has arranged with KINY, Juneau, Alaska, to carry the NBC-Red *Kraft Music Hall* program via transcription for 14 weeks from Aug. 11 through Nov. 10.

Benefits Foreseen In Radio Awards

Georgia U Plan Expected to Stimulate Public Service

CALLING for support of broadcasters in the new project, Dean John E. Drewry, of the Henry W. Grady School of Journalism of the U of Georgia, on Aug. 7 explained for NAB convention-goers the operation of the George Foster Peabody Radio Awards, to be made for the first time in 1941. The awards, resembling the Pulitzer Prizes of journalism, are to be made for outstanding 1940 public service programs, with individual awards for three types of stations—local, regional and national—and a national network [BROADCASTING, June 1]. The closing date for entries for the first awards has been set as Jan. 15, 1941.

Tribute to Kay

In recounting the genesis of the Peabody Awards, Mr. Drewry paid tribute to Lambdin Kay, director of public service of WSB, Atlanta, for his imagination and enterprise in evolving the idea of the merit awards in radio and in securing action by the board of regents of the University System of Georgia.

"We expect to do all we can to make these Peabody Awards of maximum usefulness to radio," Mr. Drewry commented. "But a large part of the responsibility for the success of the project rests with you members of the NAB. Your representative, Mr. Kay, initiated the plan. Your members, by entry, participation, and publicity, can make these Peabody Awards a real stimulus to that meritorious public service which has already reflected so much credit on radio. We of the University of Georgia are counting heavily on your support, just as we expect to give you ours in every way possible."

As part of his remarks, Mr. Drewry read in full the resolution approved May 17 by the Board of Regents. The resolution, titled "A plan whereby the oldest chartered State university would recognize and encourage the social responsibilities of the youngest of the media of communication—and also honor a distinguished American", is in the adjacent column.

Vick Plans for Fall

VICK CHEMICAL Co., Greensboro, N. C., is lining up its fall campaign for Vick nose drops and Vatronol, but as BROADCASTING went to press full details had not been settled, according to Morse International, New York, the agency. The company will start a variety program on NBC's Red Pacific network Sept. 15, Sundays, 7:30-7:45 p.m. (PST), and on Sept. 16 starts a five weekly quarter-hour *News Headlines* program on WBBM, Chicago, 8:15-8:30 a.m. As last year, Vick plans spot announcements and quarter-hour news series on a large list of stations throughout the country, but other than WBBM and the network program on the Coast, no list has been released.

ADVERTISING Federation of America will hold its 37th annual convention and advertising exposition May 25-29, 1941, at the Hotel Statler, Boston, according to Elon G. Borton, Chicago, newly-elected president.

On which network
will your program reach most people?

The National Broadcasting Company gives the answer in the results of radio's most significant research project—

Radio's First All-County Census of network listening habits

revealing the preferences of 166,000 listening families—in every county in the United States . . .

WE ASKED TWO SIMPLE QUESTIONS:

1. *What radio stations do you listen to regularly?*
2. *Which of these stations do you listen to* most?

Where can you get the largest audience for *your* program? Every experienced time-buyer realizes that the answer to this question depends on numerous factors:

Whom do you want to reach?
What time is available?
What programs are on in competition?
What types of programs are they?
What program will you follow?
What program follows yours?

But more important than all of these is "On which network will your program reach most people?"

WHAT DETERMINES STATION AND NETWORK VALUES?

Network or station values are *determined* by these *equally* important factors:

1. The entertainment value of its programs.
2. The clarity and dependability with which those programs can be heard.
3. The geographical extent to which such service is available.

Such network or station values can only be *measured* in terms of the effect which programs and reception have on the listening habits of the radio families in its coverage area.

WHAT DO PEOPLE DO?

Not only "Where" but "How Well"

Advertisers not only want to know *where* a station or network *can* be heard (coverage) but where it is listened to regularly (coverage plus programs).

More important still you want to know *how much* it is listened to—how good a job it does—*how well* it compares with other stations or other networks. Which network is the best—which has the greatest audience—which one is listened to most.

WHAT FACTS ARE KNOWN?

Engineers have given us invaluable information based on signal strength on where stations *can* be heard.

The Cooperative Analysis of Broadcasting (CAB) Reports on Program Listening and Station Listening, and

the Hooper Coincidental Studies, have made major contributions to our knowledge on how much programs and stations are listened to—but only in relation to a *limited* and relatively small section of the radio audience.

These basic facts have been further amplified by NBC with exhaustive studies of audience mail.

Unfortunately these regular station and program ratings reflect conditions in only 33 cities at most—representing only 29.7% of the total United States radio audience—less than one-third of radio's mighty circulation.

WHAT ABOUT THE OTHER 19,000,000 RADIO FAMILIES?

These *program* ratings cannot be projected accurately to the balance of the country—since they are purposely taken where transmission and reception conditions are practically equal for all networks. And obviously the *station* ratings are limited to a study of listening habits in only 38 counties—giving no data whatsoever for the balance of 3,034 counties.

MANY SURVEYS—BUT NO NATIONAL ANSWER

It is true that practically every station has made a listening habit survey at one time or another—BUT such surveys have been restricted almost entirely to station cities and relatively few rural counties near station cities.

Variance in time and methods have produced conflicting and non-comparable data.

So two years ago NBC started to lay the groundwork for radio's greatest study of station and network listening habits.

After reviewing all station and network studies, including those of the FCC, the Joint Committee on Radio Research (ANA, AAAA and NAB)—in 1938-39, NBC conducted a preliminary listening habit study in 300 urban and 600 rural counties.

HOW CAN LISTENING HABITS BEST BE STUDIED?

Twelve months of painstaking experimentation on survey technique and methodology finally bore fruit...6 months of special studies by Dr. Lazarsfeld, Director of the Office of Radio Research of Columbia University, showed that mail questionnaires, properly prepared, could be depended upon to give a good measurement of the relative position of different stations in family listening habits. 37 distinct field tests then were conducted to determine important details of technique, wording of questions, type of questionnaire, etc., etc.

NBC WAS NOW READY TO CONDUCT THE MOST IMPORTANT RESEARCH INTO NETWORK LISTENING HABITS IN RADIO HISTORY...THE FIRST ALL-COUNTY CENSUS TO DETERMINE STATION CIRCULATION AND PREFERENCE—DAY AND NIGHT

Radio's First All-County Census

OF NETWORK LISTENING HABITS

On February 8th, 1940, NBC launched the most extensive census of listening habits ever undertaken. Questionnaires were sent on their way to 1,425,000 families. The answers were written by 166,000 radio listening families, in their homes, in family consultation—in every one of the 3,072 counties in the United States. Here was no study restricted to station cities—but one which for the first time in radio history probed into radio homes in *every* county, *every* part of *every* state—rural and urban alike—from coast to coast.

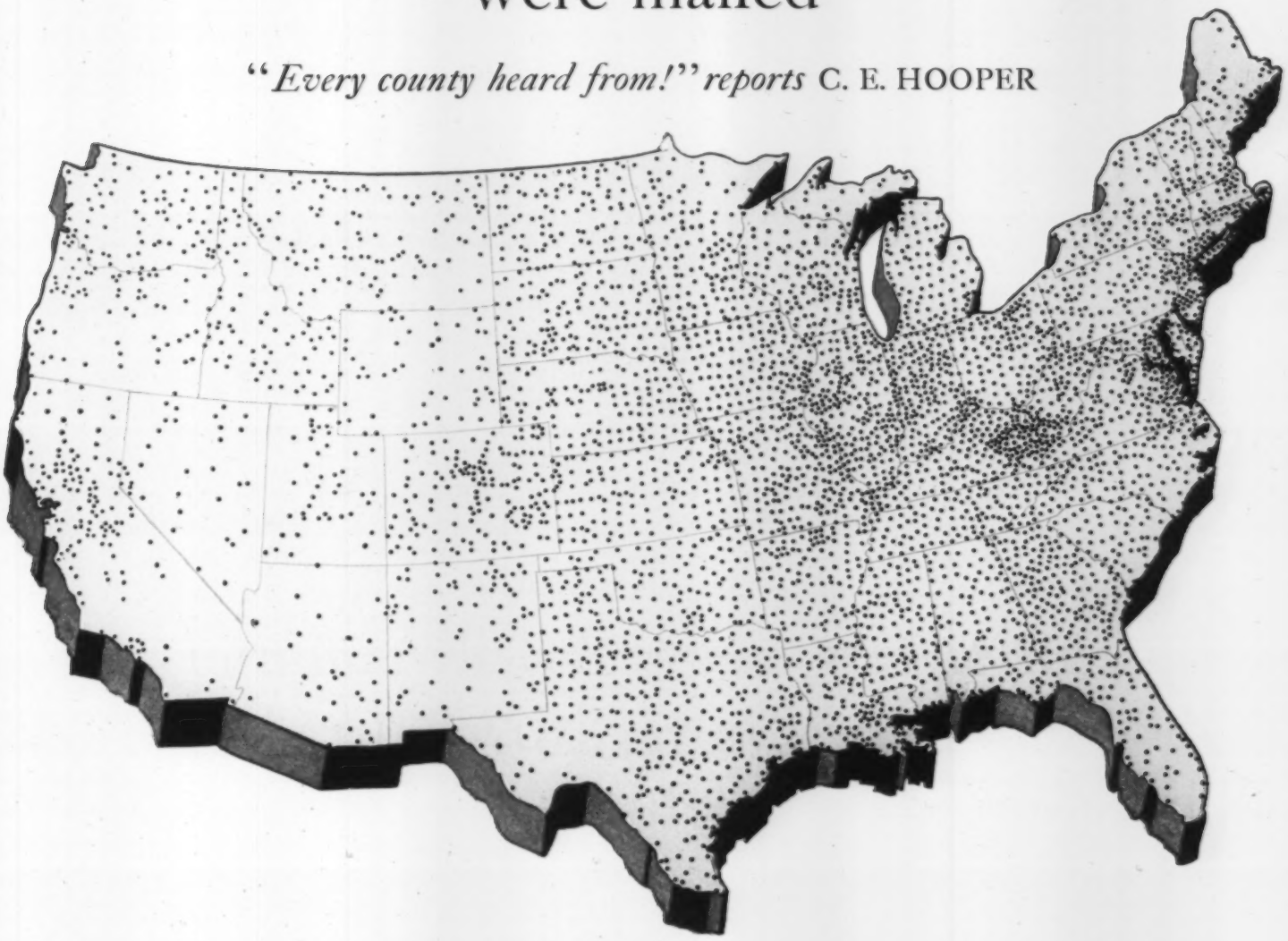
TABULATION BY C. E. HOOPER, INC.

Directly into the capable hands of C. E. Hooper, Inc., was placed the all-important task of tabulating the census returns—the listening habits, preferences of 166,000 radio families—involving over one million mentions of station call letters!

Never before has such a gold mine of practical, usable information on network listening habits and preferences been available to radio advertisers.

The 4,926 post offices through which 1,425,000 questionnaires were mailed

"Every county heard from!" reports C. E. HOOPER



The quota from every state was equalled or exceeded—a return of 13.5% from all radio families addressed, equivalent to one out of every 168 radio families in the entire United States.

OVER ONE MILLION STATION VOTES CAST

Call letters of every radio station regularly heard in the United States—Canadian, Mexican, Cuban as well as United States stations—stations of every network, and independents as well, now had to be tabulated.

These one million call letters were tabulated by C. E. Hooper, Inc., separately for night and day listening. Giving each county its correct evaluation in terms of the number of radio families it contained, Hooper then translated the results into nation-wide network circulation and network preferences. Regardless of whether a family listens regularly to one, two, three or even more stations of a single network, C. E. Hooper credited that family only *once* to the network concerned.

NOW WE PRESENT HIGH-SPOTS OF RADIO'S FIRST ALL-COUNTY CENSUS OF NETWORK LISTENING HABITS...

For the first time networks can be measured and compared on a scientifically uniform base...a major achievement in radio fact-finding history

CONSIDER THESE CENSUS-PROVED FACTS:

1. *The Red is listened to* regularly *by 89.1% of America's listening families.*

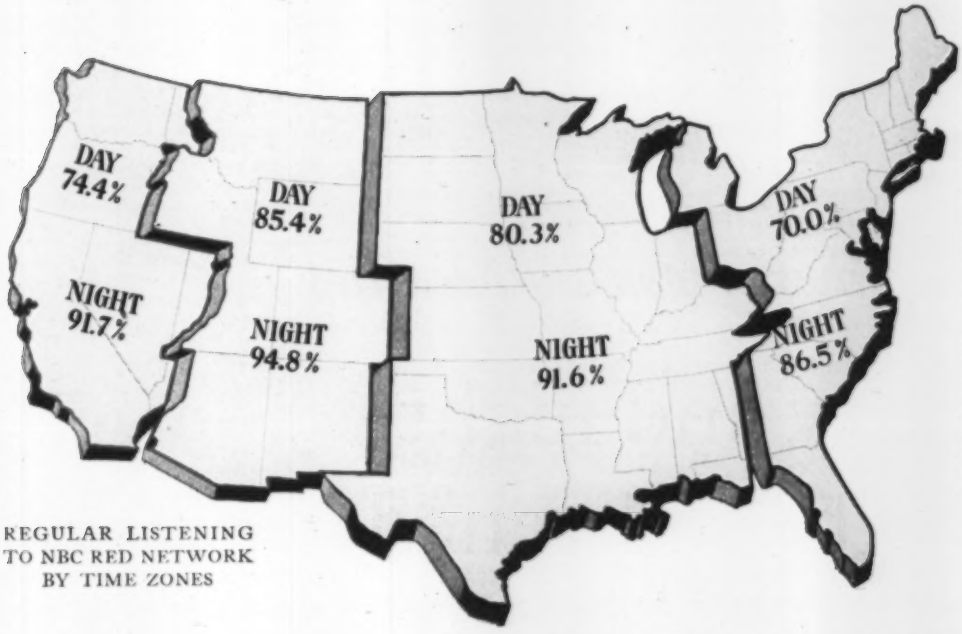
2. *The Red is preferred—listened to* most—*by 41.7%* more *families than any other network.*

3. *At night the superior programs and outstanding station facilities of the Red not only give it a 31.6% advantage in the cities of 100,000 and over, but a 50.5% advantage in all the rest of the country.*

4. *Daytime Red advertisers will note with no surprise that 36.9% preference is enjoyed* nationally *by the Red over any other network.*

5. *Never-before available facts about network listening give conclusive proof that a program rating on the Red means a greater nation-wide audience for your program (under identical conditions of time and competition) than the same rating on any other network.*

89.1% of evening listening families and 74.7% of daytime listening families listen regularly to the NBC Red



REGULAR LISTENING TO NBC RED NETWORK BY TIME ZONES

These figures are based on the answers to the first question—"What radio stations do you listen to regularly?" Advance research proved that answers to this question give a measure of station and network listening habits—the stations people *can* and *do* listen to.

Here is a quantitative measure showing just where networks are regularly heard, and by what proportion of the listening families they are regularly tuned in. We believe this to be the most comprehensive measurement of network circulation ever obtained.

More families "listen most" to the Red than to any other network...in the daytime—36.9% more families...at night—41.7% more families

NBC LEADERSHIP BY TIME ZONES

Figures on map show percentages by which NBC Red leads any other network in number of families who listen to it "most."

These figures were obtained from the answers to the second question—"Which one of these stations do you listen to most?" Here we find that important *qualitative* factor for which advertisers have been looking—a measure of the degree of preference for one network over another. Obviously the network which most listening families *prefer* and listen to *most* is the network which offers *your* program its best opportunity to build maximum audience and sales.

Preferred alike by listeners and advertisers—carrying more of the top rating programs than any other network—the Red is the network on which any program can win its greatest audience and results.

Any way you look at it...

by geographical areas
by time zones
by city size
by urban or rural
by station cities or non-station cities

by day and night
the network that's listened to most
by the greatest number of families
is NBC Red

National Broadcasting Company
A Radio Corporation of America Service

Humane Services Of Radio Praised

Terms It a Basic Protection Against Dictator Powers

THE PART radio is playing in breaking down barriers and creating a better understanding between the many racial and religious groups in America, was stressed by Dr. Frank Kingdon, executive director of the Citizenship Educational Service, San Francisco, when he addressed the Aug. 7 morning session of the NAB convention.

He praised the services of radio to humanity, and reminded broadcasters that in their hands, to a large degree, rests the protection of the American mind against totalitarian poison in all its forms. He also lauded the NAB for establishing a code to guide the industry in its practices.

"The broadcasters have a real part to play in defending America," Dr. Kingdon reminded. "Radio is a means of communication that has almost inmeasurable penetrating powers. The dictators of totalitarianism countries have realized this too, and have risen to power by using it to the utmost.

Death for Listening

"Once in power, they have taken it over and have monopolized radio absolutely, visiting drastic punishments, even death itself upon those who listen to programs other than their own. They have transformed a magnificent instrument of enlightenment into a tool of ignorance and tyranny. Using to the limit, they have launched an imperialistic revolution in which the whole pattern of private property, contract, and free labor is being replaced by a gigantic and absolute state monopoly.

"You stand at one of the points where its attack on our way of life centers. In your hands, therefore, to a large extent rests the protection of the American mind against its poison. The minions of totalitarianism in all its forms are besieging you in the name of free speech to let them talk. Soberly, and in the full blaze of public discussion, you must establish the standards of good sportsmanship in democratic discussion, as organized groups have to lay down the rules in any area of human relationships. You must abide by those rules and outlaw all who play foul, regardless of their influence or their position. Radio is itself a wonderful democratic instrument, bringing all its programs to all kinds of homes throughout the country. A broadcaster betrays the genius of his own medium when he allows it to be used to break down the very democracy it exemplifies."

Swift Spots

SWIFT & Co., Chicago (Silverleaf lard), on Aug. 5 started a 13-week campaign of spot announcements on 12 stations in addition to two thrice-weekly quarter-hour shows, *Silverleaf Serenade* on WCAE, Pittsburgh, and *Norman Ross* on WBBM, Chicago. Stations selected for varying announcement schedule which runs as high as 18 weekly are: WCFL WJJD WIND WBBM WGES WSBC WCBD WMBS WJAC WWSW KQV WWVA. J. Walter Thompson Co., Chicago, handles the account.

BENEDICT GIMBEL Jr., president of WIP, Philadelphia, extends his congratulations to Clifford C. Harris (extreme right) WIP technical supervisor, who supervised the construction of the station's new transmitter and the start of fulltime 5,000-watt operation Aug. 1. In addition to the mayors of 15 municipalities included in the station's new coverage area, these WIP executives, participated in the two-hour dedicatory program (l to r): Maj. Edward A. Davies, vice-president in charge of sales; Arthur Miller, secretary, Pennsylvania Broadcasting Co., operating WIP; Mr. Gimbel; Arthur C. Kaufman, member of the board of directors; Fred Weber, general manager, Mutual Broadcasting System; Raymond A. Filske, member of the board; Mr. Harris.

Columbia Recording's $300,000 Drive To Be Devoted Mainly to Spot Radio

SPOT RADIO will receive the major portion of the $300,000 to be spent by Columbia Recording Corp., New York, CBS subsidiary, in a pre-Christmas campaign for its Masterwork classical records. Half-hour programs featuring these recordings were started Aug. 5 five days weekly on 18 stations.

On Sept. 3 CRC will start an announcement campaign in 22 cities, using 2½-minute news-style announcements three or more times daily six days a week on one or more station in each city. Both campaigns will be expanded during the fall, building up to a maximum of stations and broadcasts during December.

Gift and Price Angles

While the general theme is based on the idea of records as Christmas gifts, current copy stresses the price reductions of as much as 50% on all Columbia classical records, which went into effect Aug. 6. The 12-inch records formerly selling for $2 are now $1; the 10-inch discs have been reduced from $1.50 to $.75. With these price reductions, CRC also announced that it has signed the New York Philharmonic-Symphony Orchestra, conducted by John Barbirolli, and the new all-American Youth Orchestra of Leopold Stokowsky to exclusive recording contracts.

Stations carrying the half-hour musical programs, titled *Masterworks of Music*, include WEEI, WCCO, WBBM, WJSV, KMOX, KNX, WBT, WGAR, WJR, WFOY, WMBR, WCAU, WGAN, WMCA, KSL, WHAS, KSFO and WNYC. The latter, New York's municipal station, operates non-commercially and so does not broadcast the sales copy but merely broadcasts the musical recordings with credit to CRC.

Announcements, to start the day after Labor Day, will give news of new artists and orchestras recording for CRC, new records and albums issued by the company, etc., delivered in news broadcast style. In cities whose people are generally musically minded as indicated by their support of orchestra and opera organizations, plans call for the use of several stations. Campaign will be conducted under the general direction of Pat Dolan, CRC promotion director, and placed through Benton & Bowles, New York.

Lipton Eyes Drama

THOMAS J. LIPTON, Hoboken, N. J., is considering as its first large-scale network program to start this fall a series of half-hour dramas starring Helen Hayes in the interests of Lipton's tea. Plans are only in the conference stage and nothing definite has been settled, according to Young & Rubicam, New York, the agency.

Barbasol Spots

WASEY PRODUCTS, New York, is planning a campaign of one-minute spot announcements six times weekly for Barbasol, similar to the one conducted last February. New campaign will start late in September on 20 stations, according to Erwin, Wasey & Co., New York, the agency.

Lewis-Howe Plans

LEWIS HOWE Co., St. Louis, has contracted for the 8-8:30 p. m. (CST) period Thursdays on NBC-Blue for a program to start Oct. 3 on behalf of NR Remedy. Approximately 90 stations are to be used. Stack-Goble Adv. Agency, Chicago, placed the contract.

Population Shifts In Major Markets

Migration to Suburbs Noted In Census Bureau Study

POPULATION shifts in major markets have been disclosed in the latest U. S. Census Bureau report listing the top 25 cities in the United States in 1940, based on preliminary returns of the 16th Decennial Census. The list generally includes the same cities as in 1930, but 13 have changed rank.

The Census Bureau report shows that rural and suburban areas have been gaining at the expense of big cities, eight of the first 25 showing losses — Philadelphia, Cleveland, St. Louis, Boston, Pittsburgh, San Francisco, Newark, and Rochester. Houston and Denver went into the top 25 ranking, crowding out Jersey City and Portland. Largest population gain was registered by Washington.

To the Suburbs

A "flattening out" of American cities was noted recently by Director William L. Austin, of the Census Bureau, after studying field office reports indicating "tremendous migration" of city residents to suburban areas since 1930. Factors contributing to this "flattening out" include improved roads and transportation facilities which enable people to live farther away from their work; cheaper housing in rural areas near cities; opportunities to supplement wage and salary income by raising poultry and garden produce; expansion of electric and water service to rural areas in recent years, and "the good old American desire to own a home and a plot of ground out in the country," according to Mr. Austin.

These population losses did not affect the economic strength of the cities, Mr. Austin explained, since the suburban residents still worked and spent their money in urban areas. He pointed out also that additional indications of this movement to the outskirts of cities were found in the returns of the 1935 farm census, which revealed a sharp increase in the number of small farms located near industrial areas.

The list of the 25 largest United States cities follows:

1940 Rank	*City*	*1930 Rank*	*1940 Population*	*1930 Population*
1	New York	1	7,380,259	6,930,446
2	Chicago	2	3,384,556	3,376,438
3	Philadelphia	3	1,935,086	1,950,961
4	Detroit	4	1,618,549	1,568,662
5	Los Angeles	5	1,496,792	1,238,048
6	Cleveland	6	878,385	900,429
7	Baltimore	8	854,144	804,874
8	St. Louis	7	813,748	821,960
9	Boston	9	769,520	781,188
10	Pittsburgh	10	665,384	669,817
11	Washington	14	663,153	486,869
12	San Francisco	11	629,553	634,394
13	Milwaukee	12	589,558	578,249
14	Buffalo	13	575,150	573,076
15	New Orleans	16	492,282	458,762
16	Minneapolis	15	489,976	464,351
17	Cincinnati	17	452,825	451,160
18	Newark	18	428,236	442,337
19	Kansas City	19	400,175	399,746
20	Indianapolis	21	386,170	364,161
21	Houston	26	386,150	292,352
22	Seattle	20	366,847	365,583
23	Rochester	22	324,694	328,132
24	Louisville	24	318,713	307,745
25	Denver	29	318,415	287,861

PAUL F. HARRON, president of WIBG, Glenside, Pa., has advised all members of the staff that if they are drawn for conscription, they will have their positions waiting for them when they return.

Installing and Operating an FM Station

WOR Transmitter Embodies Many Innovations

By BRUCE ROBERTSON

W2XOR, New York, frequency modulation station of WOR, began operation Aug. 1 as New York's first fulltime FM station. Broadcasting from 9 a.m. to midnight right through the week, W2XOR operates on a midfrequency of 43.4 mc. with 1 kw. power.

From the WOR Studio One at 1440 Broadway to the antenna atop the mid-Manhattan skyscraper at 444 Madison Ave., W2XOR is completely equipped to broadcast the staticless, wide-range, full-fidelity signals that characterize FM. Its transmitter is the first of its type, just out of the Western Electric factory; its other apparatus was designed by Bell Laboratories and produced by WE in collaboration with WOR's engineering staff under the supervision of J. R. Poppele.

Wide-Range Signal

Enthusiastic about this new type of broadcasting and his own opportunity to get into it right at the start, as he did in amplitude modulation broadcasting when he put WOR on the air away back in 1922, Mr. Poppele is as proud of W2XOR as a child with a new toy.

"The FCC requirements call for an overall frequency response that is flat—that is, that has no distortion or accentuation or fading at any point—from 50 to 15,000 cycles," he declared. "Our signal is flat from 30 to 17,000 cycles, and we expect to do even better than that before long."

To get this wide-range transmission into the receivers of the FM audience, "you've got to put it in at the microphone and keep it in right up to the antenna," Mr. Poppele explained. "That means a good wide road, with no bottlenecks at any point along the right-of-way to scrape off any frequencies at either end of the band. For if the microphone or the lines or any other part of the equipment cuts off some of these frequencies the best transmitter in the world can't put them back on again."

With this in mind, plans for W2XOR were started in the studio, WOR's Studio One, which was re-equipped to handle FM broadcasting, and at the same time to add to the quality of transmission over WOR. The surprising thing, according to Mr. Poppele, was that almost no newly-created equipment was necessary, but that the strict demands of FM had already been met by apparatus designed originally for standard broadcast use. "The microphones are the cardioid mikes developed by WE some months ago," he stated, "a sort of cross between the old 8-ball and ribbon mikes. All that was necessary was to remove the old case and we had what we wanted for FM.

Special Wire Lines

"Take the speech input equipment. There's nothing in the entire cabinet that hasn't been used before; not a single basic feature had to be designed especially for FM. The only difference between this and ordinary apparatus is the difference you'd find between a fine watch and a $2 alarm clock. Either is OK for the work it is supposed to do, but one is just reasonably accurate while the other is a precision instrument."

To carry the signals from the studio to the transmitter, about three miles of telephone lines are laid. WOR asked the phone company for special circuits and received lines capable of transmitting flat signals of all frequencies from 20 to 22,000 cycles. The circuits are equipped with special equalizers to maintain an accurate signal balance all the way along, but because of the short distance no repeaters were necessary. "No new inventions were necessary here either," Mr. Poppele stated. "With circuits already developed that have successfully carried television programs with frequencies up to 3,500,000 cycles over longer distances, the phone company found it no task to meet our comparatively modest demands.

"With the transmitter, however, we come to something that is really new, the first of its type ever built and the only one in operation today. Its outstanding feature is the stabilization device that keeps our signal swing constantly centered on our assigned midfrequency of 43.4 mc.

"You know how our WOR transmitter at Carteret is kept on its frequency of 710 kc. by a crystal ground to vibrate 710,000 times a second at a certain temperature and how the crystal is kept in an oven thermostatically controlled so that this temperature doesn't vary a degree a year. Well, W2XOR has the same type of crystal control, but with FM, where the signal doesn't stay on a single frequency but swings back and forth, this alone isn't enough.

Automatic Tuner

"The stabilization of this signal, what WE calls 'synchronized FM', is achieved by an electronic device which opposes a sample of the signal being sent out from the transmitter against an equivalent sample from the control crystal. Any deviation in the transmitter signal immediately produces a voltage whose character depends on whether the signal is above or below its assigned frequency. This voltage is employed to operate an automatic tuner which is, in effect, an ultra-refinement of the tuning dial on an ordinary radio receiving set.

"Such a device is necessary," Mr. Poppele went on, "because there are so many forces, such as changes in electrical power, temperature, humidity, etc., acting on the oscillator that controls the frequency swing that without a control the station's midfrequency might easily drift one way or the other. This drift would curtail the frequencies at one end of the swing or the other, thus depriving the listener of the full benefit of FM.

"Present FCC requirements limit this drift to .01%. Our transmitter is guaranteed not to drift more than one-fourth as much as the law allows, or .0025%. It is probable that these requirements will become stricter as time goes on and our technical knowledge progresses. Eight years ago standard band broadcasting stations were permitted a 500-cycle, plus or minus, from their assigned frequencies; today they are required to stay within 50 cycles and those with good equipment actually stay within 10 cycles."

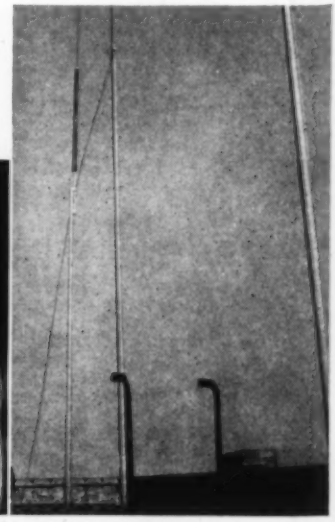
Special Antenna

From the transmitter a slender metal pipe projects upward through the ceiling, terminating in a rod some 75 feet above the roof and 650 feet from the street below. For a perfect FM broadcast, according to Mr. Poppele, the transmitter should be about five miles up in the air, without support and with about 10 feet of wire above and below. But until broadcasters learn the secret of the Hindu rope trick they'll have to compromise by choosing a high location for their transmitters—sometimes a mountain, sometimes a skyscraper.

"Our antenna," he said, "is a simple coaxial cable, that is, a hollow pipe with a solid rod at its center. Since the current runs one way in the pipe and the other way along the rod the two cancel out each other and the net effect is about the same as if the transmitter had been lifted above the roof to the point where the rod projects from the pipe. There is of course some loss, but to equal the present signal from our 1 kw. transmitter with the ordinary antenna would require more than 5 kw. power."

Above the top of the pipe the

(*Continued on page 74*)



WHEN WOR started FM broadcasting on regular schedule Aug. 1, J. R. Poppele, WOR and W2XOR chief engineer, watched Maj. E. H. Armstrong, FM inventor, throw the switch, with Alfred J. McCosker, WOR president, an interested spectator (center photo, l to r). In left photo Alfred Wallenstein (left) inspects new WE custom speech input equipment in Studio 1, with Mr. Poppele explaining the gadgets. The coaxial antenna (right photo) atop the roof of 444 Madison Ave., New York, has a center tower for FM 75 feet above the 42-story building, transmitting the W2XOR FM signal. At left is antenna for WEGM on 37.5 mc. for conversation with remote crews. At right is 26.3 mc. antenna for W2XUP, facsimile, and W2XJI, experimental station.

Pointed toward Sales

KLZ's new directive antenna system combines with a five-fold increase in night-time power to provide a *power-full* investment for sponsors who are more interested in number of radio homes entered than in number of square miles of country covered. KLZ now applies its full force on the population centers of the Denver-Rocky Mountain region . . . the places where people gather, live and buy. The result: 16% more homes in the daytime . . . 20% more homes at night.

KLZ DENVER'S CBS STATION

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

like a Trout goes for a Red FLY

that's the way they're going for KFBI ... in KANSAS

THERE'S none of this lazy "mud-cat" nibbling about Kansas listeners. They're going for KFBI like a hungry rainbow goes for a sparkling red fly!

There's every reason why they should ... for KFBI offers Kansas and Oklahoma listeners

1. **TOP-NOTCH PROGRAMS ... Mutual Broadcasting System, Kansas State Network and a host of local live talent shows plus INS NEWS at 8-11-3-5-7 every day.**

2. **CLEAR, LONG RANGE, HIGH FIDELITY RECEPTION ... latest and best 5000 watt RCA transmitter, spotted for maximum radiation efficiency insures excellent reception over a wide area. In fact, KFBI's half-millivolt area includes nearly twice as many counties as any other Wichita radio station.**

In short, Kansas and Oklahoma listeners *can* get the programs they want on KFBI, and their MAIL RESPONSE proves that they *do!*

This means, as far as you're concerned, that KFBI can and will do a big selling job for you and your products in Kansas and Oklahoma IF ...

You'll let us cast the *red fly* of your product into the KFBI stream!

5000 Watts on 1050 Kc. Affiliated with Mutual Broadcasting System and Kansas State Network. Represented by Howard H. Wilson Company.

KFBI WICHITA

Pioneer Voice of Kansas

Radio Decrees Its Music Independence

NAB Offers Unanimous Support to Develop BMI Program

(*Continued from page 14*)

operation, Mr. Kaye observed, BMI has a "production line" functioning. The industry now is in a position to free itself and introduce competition in the music field.

The vast difference in attitudes of the Atlantic City convention last July and the San Francisco sessions was observed by Mr. Kaye. Last year, he said, broadcasters practically were "begging ASCAP to see us". The shoe now is on the other foot, he said, with ASCAP seeking to curry favor and placate the broadcasters. This he called the "first fruits" of BMI. His concluding statement, that BMI cannot solve the music problem but that broadcasters can and will, judging from the temper of the convention, brought long applause from the convention.

Speaking as a member of the BMI board representing independent stations, Mr. Elmer declared that for the first time "unanimity" was a fact in radio. He described BMI as one of the most constructive accomplishments in the history of radio, brought about by necessity, lest the industry again capitulate to the onerous terms of the "ASCAP monopoly". BMI will succeed, Mr. Elmer said, because "radio makes music." He chided the "down-trodden" composer story of ASCAP, and criticized the proposed ASCAP contract as another effort to split the industry.

In its new proposal, said Mr. Elmer, ASCAP offers an estimated $187,970 reduction to small stations, while at the same time asking an increase of some $4,000,000 from all others in the industry.

"ASCAP's estimate of broadcasters must be low," he declared, "when they try to buy a $4,000,000 melon for $187,970."

Mr. Elmer called upon the convention to ward off the "ASCAP blitzkreig to devastate our industry" by executing the "BMI offense as the best means of defense." He said it was time for the industry to serve notice on all outside interests that "we intend to continue to run our own business," because radio's cause is "just and right".

Rosenbaum Cites Amusement Press

In introducing Mr. Rosenbaum, President Miller said one of radio's greatest mistakes was its failure to make a transcription of the Philadelphian's address before the convention last year on "tunesmiths". Members, recalling this address, felt that remarks in a similar vein would be forthcoming and gave him a rousing ovation.

With much feeling engendered at the convention because of the publication, coincident with the convention, of a special ASCAP Edition of *Variety*, hurling defiance at the NAB's project to make BMI a going concern, and with inspired stories published in the amusement press about discord and dissension in NAB over copyright, Mr. Rosenbaum took this as his theme. He began with one word, "Variety", to the accompaniment of hoots and howls from the audience.

"Variety", Mr. Rosenbaum continued, "is the spice of life." Most spices are a species of nuts which grow to maturity under conditions of tropical temperature, he explained. After being ground, he added, they are distributed "in highly colored packages and are sold at a price many times what they are worth". As a footnote, he observed: "If there appears to be any identity with any publication, it is wholly intentional."

Mr. Rosenbaum then belabored reports published in the amusement press during the convention insinuating that his resignation from the BMI board was occasioned by disagreement. He denounced this as untrue and reiterated that he resigned because of personal commitments and business requirements. The industry was fortunate, he declared, in having men willing to devote so much time to industry affairs and he praised the selection of Paul W. Morency, WTIC, Hartford, as his successor.

Splitting of ASCAP Spoils Is Described

Reverting, in his whimsical vein, to ASCAP tactics, Mr. Rosenbaum proceeded to take apart a nine-page letter sent by ASCAP President Buck to all advertisers, copies of which were mailed to all NAB delegates and received prior to the Aug. 5 meeting. The letter, typical of other ASCAP assaults, essayed to answer the public statements of the networks [BROADCASTING, Aug. 1] on the unqualified commitments not to sign ASCAP renewals. Mr. Buck called the action a "boycott".

Referring to Mr. Buck as a "distinguished humanitarian, eager to advance the cause of culture and the interests of love and affection, throughout the country and particularly the broadcast industry", Mr. Rosenbaum meticulously dissected the ASCAP operations to prove that it is not a "non-profit" organization. Besides its composer and author members, it also has "publisher" members, who garner 50% of its income, and another undisclosed classification made up of its high salaried officers.

"It's really ASCAPO," he said, pronouncing it to rhyme with "Gestapo". The convention howled and the term stuck. Throughout the remainder of his address, Mr. Rosenbaum used "ASCAPO". Answering the charge that broadcasters will deprive the public of the music they want, Mr. Rosenbaum said broadcasters are willing to perform ASCAP numbers after Jan. 1, if ASCAP will forget all these crass dealings about money. In dealing with ASCAP, he declared it is "the voice of Jacob, but the hand of Esau".

Support of Industry Is Pledged to BMI

Mr. Rosenbaum said the developments today were those he predicted last year—that music is not an art, but a craft. "What you have seen demonstrated," he concluded, "is that we have many 'crafty' persons in our business."

Don Elias, WWNC, Asheville, proposed a resolution, unanimously adopted, that the convention go on record as wholeheartedly approving the work of the board of directors of BMI. There followed a resolution offered by Harold V. Hough, WBAP-KGKO, Fort Worth, also unanimously adopted, pledging the membership to the continued support of BMI as a "permanent organization" and expressing unqualified opposition to the ASCAP demands.

After President Miller had urged broadcasters to answer in detail the recent Department of Justice questionnaire eliciting information of ASCAP to be used in connection

ENCHANTED are these three radio men, receiving carnations from Mutual flower girl Audrey Burman. Left to right are C. M. Finney, Associated Music Publishers president; C. M. Jansky, of the engineering firm of Jansky & Bailey, and Ted Hill, WTAG, Worcester.

Finance Activities of NAB Analyzed In Annual Report Submitted by Arney

TO CARRY on its activities for the fiscal year July 1, 1939, to June 30, 1940, the NAB disbursed $234,534 and at the end of the period had a balance of $63,525—approximating its turnover of the preceding year.

Operating for the second year under its reorganized structure, approved in 1938, which practically quadrupled membership dues, the NAB had gross receipts during the fiscal year of $245,502. With the $52,556 balance of the preceding year its total assets amounted to $298,059 for the fiscal year. For the preceding year, its receipts had amounted to approximately $300,000.

The report was submitted to the convention Aug. 5 by C. E. Arney Jr., assistant to the president, who assumed the duties of the office of secretary-treasurer on April 1 after the resignation of Edwin M. Spence. Mr. Spence's position as secretary-treasurer has not been filled.

Breakdown of Items

The biggest single item of expense in the report was $94,752 for salaries, as against $81,537 the preceding year. Legal, engineering and accounting fees amounted to $21,666, and committee expenses to $17,279. Other expenses listed were: Travel, $12,273; NAB Reports, $10,036; NAB-RMA promotion (partially recovered), $6,919; printing, $9,669; rent, $8,499; telephone and telegraph, $4,896; postage, $3,643; office supplies, $2,645; miscellaneous, $14,517; annual convention (partially recovered), $8,916; board of directors meetings, $9,666; Broadcast Music Inc. (entirely recovered), $6,061; dues and publications, $1,141; furniture and fixtures, $2,126.

Mr. Arney stated that NAB membership is the highest in history. A year ago it totaled 425 members as against 461 now, or 54% of the aggregate of 847 stations. Of 414 network affiliated stations, 297 are NAB members, and of 338 independent commercial stations, 149 are members, representing 72% and 44% respectively. In the non-commercial group 3 of the 39 stations are members, while of 56 stations holding construction permits, 8 are members.

Of the NAB membership, 74% of all NBC affiliates are in the association, 79% of all CBS affiliates, and 64% of MBS affiliates. Among newspaper-owned stations, 65% belong to NAB.

Total full and part-time personnel of NAB, including stenographic and office help, is 26. The NAB board of directors has held seven meetings since the last convention, the executive committee four and the code compliance committee five. Other committees held an aggregate of 16 meetings during the year. A total of 25 district meetings were held in the 17 NAB districts during the fiscal year.

with the Government's anti-trust suit against the Society, Claire McCullough, WGAL, Lancaster, Pa., offered a resolution that the NAB reiterate its support of the Government suit and urge that it be completed as early as possible. It also carried unanimously.

Vote of Confidence Is Given Miller

Just prior to adjournment of the session, Mr. Rosenbaum precipitated the move that brought the rousing vote of confidence for President Miller. He said he felt that every broadcaster who attended the two conventions presided over by Mr. Miller since his induction into office was aware of the "capacity and executive direction shown by the president of this association".

Publications had been circulated at the convention, he said, which insinuated dissension. Attacking the source and motive of such "libels", he proposed that the convention express its full confidence in its president. There followed the thunderous applause and the rising vote.

The copyright discussion ended promptly at noon, and the convention then heard the address of former Assistant Secretary of War, Louis Johnson, lauding broadcasting, and entreating the industry to rally to the national defense cause. It was carried over combined NBC and MBS networks. (See page 28.)

The afternoon session was given over to sales matters. At a session presided over by Owen Uridge, WJR, Detroit, acting chairman of the Sales Manager's Division, a new unit plan of volume measurement [described in detail in BROADCASTING, Aug. 1] was adopted after considerable debate. Action came with the understanding that the plan of gathering station information by questionnaire would be tested for the remainder of the year, and if it proves feasible, will be broadened in scope.

The convention also heard from A. C. Nielsen, president of the A. C. Nielsen Co., a description of his method of audience measurement by means of the "audimeter" an automatic recording instrument adapted for installation in receiving sets in given communities.

No Objection Raised To Code Operation

The NAB self-regulation code, observing its first birthday, was the scheduled topic at the morning session Aug. 7. Following the convention record of unanimity, not a dissenting voice was heard to any phase of the code or any of its workings.

Edgar L. Bill, WMBD, Peoria, Code Committee chairman, in opening the discussion, recalled that at last year's convention many broadcasters took the position that the code had been "railroaded". Now, after a year of experience and in the light of world conditions, he said he believes the industry feels it is fortunate in having instituted self-regulation.

Pointing out that the Code Committee has held four meetings during the last year to work out compliance methods, he said the code is not a "frozen" document, but can be changed, and probably will require alteration from time to time.

NAB Public Relations Director Ed Kirby, as secretary of the Code Committee, delivered the committee's report. He reviewed the benefits which already have accrued from its enforcement, particularly in offsetting legislative efforts to impose fixed allotments of time for discussion of public questions. Cooperation with women's organizations on children's programs and with other groups also have resulted beneficially, he said.

"Whereas two years ago the attitude of the club women was such as to invite the interest of those who sought to change the basis of the American system of broadcasting through arousing a widespread, unfavorable public opinion, today the American system of privately operated and competitive radio has no stronger bulwark of organized public support than that bestowed upon it voluntarily by American clubwomen," Mr. Kirby said.

In religion and in education, closer understandings have been reached, Mr. Kirby reported. Demands of educators for a slice ranging from 15 to 25% of all facilities assigned exclusively to noncommercial educational operation, no longer are heard. Instead, through collaboration, educators now know that the answer is not to be found in more time on the air, but more time in preparation and rehearsal.

Dilemma Created By Communications Law

Popularity and prestige of American radio is at its highest peak, Mr. Kirby said. He called it a tribute to the stewardship of the individual station and network management in adhering to a code of conduct which has won for radio the largest audience in the history of the world.

A powerful address by Dr. Frank Kingdon, executive director of the Citizenship Educational service, representing agencies with an enrolled membership of 30,000,000 interested in perpetuating American democracy, brought the audience to its feet in a resounding ovation. Condemning people and interests preaching un-American doctrines, he called upon broadcasters to deny their microphones to all such "traitors".

Harry C. Butcher, CBS Washington vice-president, after endorsing Dr. Kingdon's suggestions, said the broadcaster is in a quandary because of Section 315 of the Communications Act, which requires that all qualified candidates for public office be given equal time on the air, Communists included. He pointed out that suggestions have been made in Congress to amend the Act so that stations will not be forced to give time to parties subservient to foreign powers, but that sentiment is not sufficiently strong to result in legislation. The responsibility for amendment of this law rests not only upon broadcasters, but upon all groups interested in preserving democracy, Mr. Butcher declared. Dr. Kingdon then pledged his support in promoting legislation which would outlaw in this country all parties subservient to a foreign power.

Time for Other Side If President Is Partisan

The question when a Presidential "fire-side chat" is not a political broadcast, subject to the political section of the Act, brought an explanation from Paul W. Kesten, CBS vice-president, after having been raised from the floor, in the light of the Presidential campaign.

Explaining that the same question had been raised in the industry since the President's acceptance speech, as well as by leading spokesmen in Republican party ranks, Mr. Kesten said that if the President asks for time on "the state of the nation", the networks would not be disposed to prejudge or even presuspect the particular talk, and would schedule it as sustaining time.

If something in the address turned out to be partisan or in the nature of electioneering, he said his company would not hesitate to make equal time available to the other side. The policy of equal time on controversial issues is a continuing one, he said, and also could be applied during the campaign. In one of these two ways, he declared, appropriate time can be made available for reply.

President Miller interrupted the proceedings to report that the membership in BMI was constantly increasing during the convention. The figure stood at 354 stations, representing more than 85% of the dollar volume of the industry at that moment, he reported.

Dr. John E. Drewry, dean of the Henry W. Grady School of Journalism, University of Georgia, told the convention of the recently authorized George Foster Peabody Radio Awards, which will be made in 1941 for the first time, based on distinguished public service of stations during the current year. He gave to Lambdin Kay, veteran Atlanta broadcaster and now director of public service of WSB, full credit for the plan, and said that the awards will be a real stimulus to "that meritorious, public service which has already reflected so much credit on radio)). (See page 28.)

The convention, upon President Miller's suggestion, authorized a telegram of greeting to Mr. Kay, expressing thanks for his work in connection with the awards, and regret over his absence from the convention.

Roundtables Held On Remotes and FM

Roundtable discussions of handling of special events and of FM concluded the business of the Aug. 7 meeting, except the customary offering of formal resolutions. The special events seminar was presided over by Mark Ethridge, WHAS, Louisville, and included Herb Hollister, KFBI, Wichita, A. A. Schecter, director of news and special events of NBC, Paul W. White, director of public affairs of CBS, and Van C. Newkirk, director of special events, Don Lee. Because of time limitations the detailed discussion was cancelled.

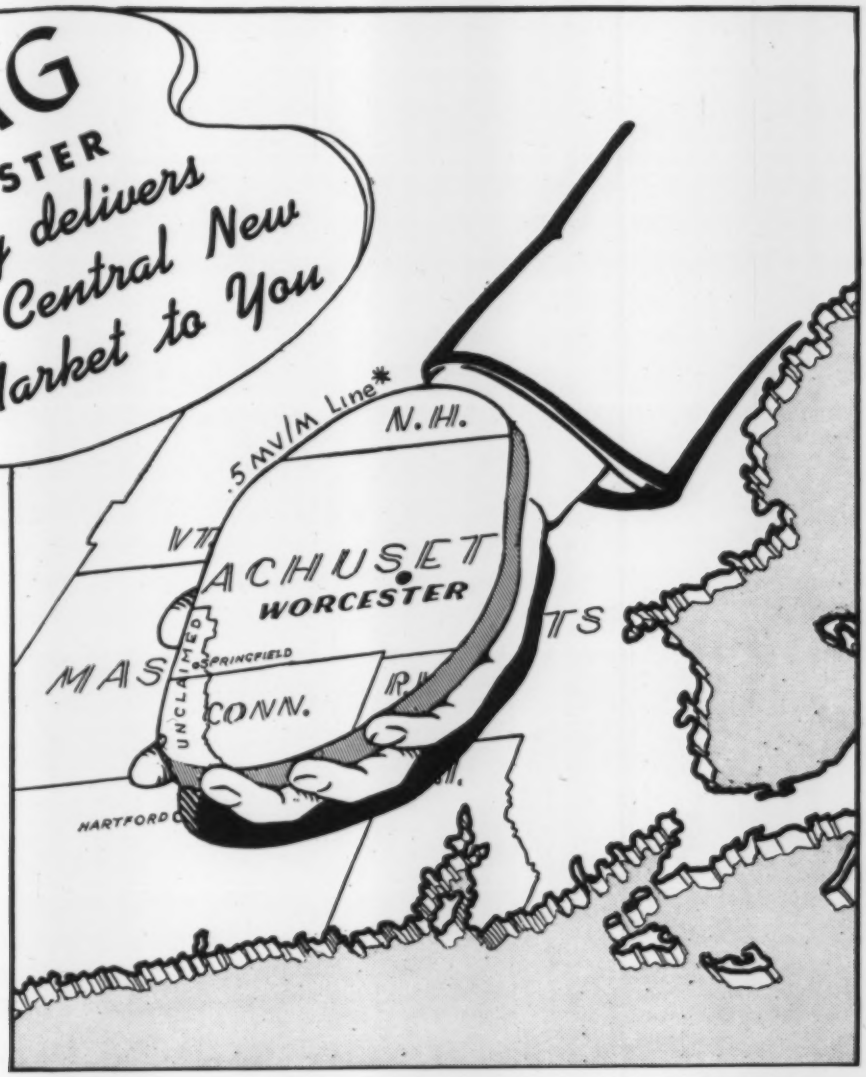
At the FM session, presided over by John Shepard 3d, president of FM Broadcasters Inc., numerous questions were raised from the floor regarding the new commercial broadcast medium. Directing the roundtable and demonstration were Paul de Mars, vice-president in charge of engineering, Yankee Network, Walter J. Damm, WTMJ, Milwaukee, and Mr. Shepard.

H. K. Carpenter, perennial chairman of the resolutions committee, offered and saw adopted in rapid succession a series of resolutions, pledging the industry to specific pursuits covered by the previous actions of the convention.

WATCHING NONE but the photographer was this group of convention delegates, bystanders or observers. Bottom (l to r): Mrs. John Gardner, KTFI, Twin Falls, Ia.; Mrs. Ruth Fletcher, KSEI,, Pocatello; Mrs. Wesley I. Dumm, KSFO, San Francisco; Mrs. Betty Taishoff; Ben Gross, *New York Daily News* radio editor. Top (l to r): John Grander, KTFI; Henry Fletcher, KSEI; Paul Godley, engineer; Lloyd Egner, NBC; J. F. Hopkins, WJBK, Detroit; Maury Wetzel, NBC, Chicago.

ILLUSTRATED Current News, New Haven, Conn., makers of display boards for store windows, reports that, in addition to installing news picture displays for KYW, Philadelphia, it has made contracts with WBZ, Boston; KDKA, Pittsburgh; WMAL, Washington; WFBR, Baltimore.

WTAG
WORCESTER
exclusively delivers this great Central New England Market to You



*Primary service area based on .5MV/M contour as measured by Jansky and Bailey.

- Central New England ranks high among all United States markets — both for the stable production of industrial manufactures, and for above-normal expenditures on many consumer goods. Within this Vital Midriff live over a million people (250,639 families), one seventh of New England's total population, where over 98% of the homes have one or more radio receivers.
- One advertising medium and only one, WTAG (5000 Watts daytime — 1000 at night) offers primary service to the 250,639 families in the Vital Midriff.
- These million people represent an ideal group for test campaigns in a market which is highly responsive the year around.

NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Thursday Found Best Radio Day

Wayne U Survey Conducted by Detroit School Children

CHARLIE McCARTHY, Jack Benny and *Gangbusters* were established as the favorite evening programs of Detroit listeners in a seven-day survey of listening habits of the families of 1,988 Detroit school children. Survey, conducted by the Wayne U Broadcasting Guild and supervised by Prof. Garnet R. Garrison, also found daytime preferences led by *The Shadow*, *Jack Armstrong* and *Children's Theatre*.

Peak listening day is Thursday, on which sets are used an average of 4.45 hours, a figure appreciably higher than the daily average for the week, 3.17 hours. The guild daily average for the week is the same as CBS discovered and presented in "Radio in 1937". If only sets that are used sometime during each day are counted in that day's score, disregarding sets not in use, the daily average is 4.9 hours, both the Guild and CBS found.

Response of 83%

The Guild discovered the average "telephone" family uses its radio 3.5 hours daily, slightly less than the 3.9 average "non-telephone" family.

Conducted during the week of April 6, 1940, the survey was based on listening tables distributed through 2,391 school children who received tables which they were required to take home to be filled out as members of the family listened to the radio. Of the families, 1,988 or 83%, responded by checking the program, station and number of listeners for each quarter-hour.

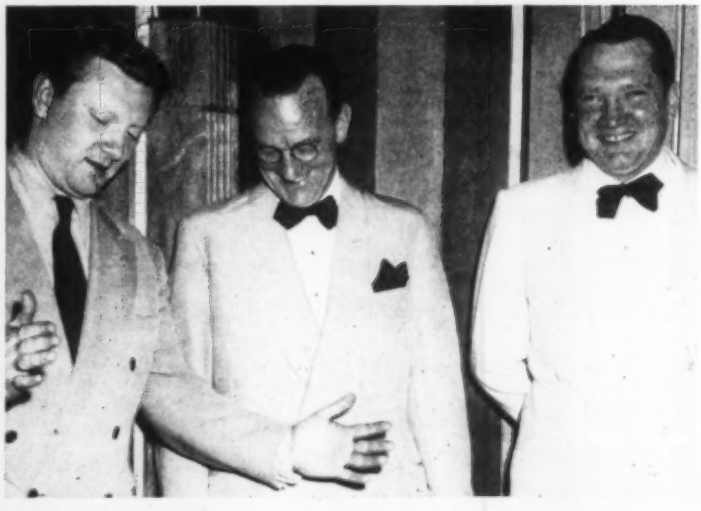
Technique of the "Listening Table" system was developed at Wayne in 1937 after a study of various research methods. In addition to being economical to use, it is said to combine advantages of four other research systems. Since listeners mark tables as they hear programs, it has a coincidental value similar to the "telephone survey"; list of programs and stations gives it the program roster check results of the "personal interview"; also, it is said to have the questionnaire quality of "mail analysis" and the objectivity of "automatic recording".

Favorite evening programs in Detroit ranked by families listening follow:

Charlie McCarthy, Jack Benny, Gang Busters, Lux Radio Theatre, One of the Finest, I Love a Mystery, Major Bowes, First Nighter, Mr. District Attorney, One Man's Family, Fibber McGee, News Comes to Life, Kate Smith, Grand Central Station.

Favorite daytime programs in Detroit ranked by families listening follow: The Shadow, Jack Armstrong, Children's Theatre, Girl Alone, I Want a Divorce, Kate Smith, Stella Dallas, C. C. Bradner News, Aunt Jenny's Stories, Bachelor's Children, Young Widder Brown, Let's Pretend, Midstream, Backstage Wife, Big Sister.

EDWARD ARNOLD, Hollywood radio and screen actor, president of Los Angeles Chapter of AFRA, will not be a candidate for re-election on Sept. 24. Arnold, who is also a vice-president of Screen Actors Guild, took over the AFRA post last year to fill the unexpired term of Fred Shields, resigned.



FISH STORIES were in order following a recent broadcast of the Brown &Williamson *Showboat*, heard Fridays at 8 p.m. (CDST) over NBC-Blue from Chicago, as Dick Todd, singing star of the show, explained a recent catch to T. V. Hartnet, executive vice-president of the tobacco corp., while Freeman Keyes, president of Russel M. Seeds Co., had a laugh.

Monthly Time Sales Analysis Voted on Experimental Basis

NAB Studies Viewed as Potential Aid in Getting New Business; Agencies Said to Be Favorable

By DAVID GLICKMAN

AFTER a year of exploratory study, the NAB at its Aug. 6 afternoon session reinstated on a test basis until the end of the year a business index for broadcasting. Detailed monthly analyses of broadcast advertising volume will be made available to the industry.

The plan was adopted after Paul F. Peter, NAB research committee director, submitted his report to a group of about 75 broadcasters at a session presided over by President Neville Miller. No radical changes were made in the original proposal [BROADCASTING, Aug. 1].

The unit plan of volume measure as adopted, will be operated on a mutual basis, with no individual city figures being given out unless approved by stations involved. All information submitted by stations will be regarded as confidential by the NAB research department.

A Business Getter

In making his report, Mr. Peter stated the plan will not only aid the individual station in spotting classification of business, where sales pressure is needed, but will also be of primary value in the securing of the business, an opinion voiced by several at the meeting.

There was much discussion on the merits of the plan by broadcasters attending the meeting, with several asking questions and urging its adoption. Harold Hough, WBAP-KGKO, Fort Worth, declared the plan will be the yardstick of the industry and adoption of a business index for broadcasting will be a step in the right direction, if administered carefully and accurately.

The radio industry has long needed such an analysis of broadcast advertising volume, in the opinion of Arthur Farlow, vice-president in charge of the Pacific Coast offices of J. Walter Thompson Co., San Francisco, who addressed the group. He pointed out that it was essential for agency account executives to have correct records and information to create new business.

"In planning a campaign for a client, we need supporting data," he said. "If such radio data are available, it would help the agency executive to sell radio to the client. Such a plan is an aid to the agency man. You must make the plan complete and comprehensive. All agencies of the country want that information and will pay for it."

Another advocate of the plan who urged its adoption was Col. Harry C. Wilder, WSYR, Syracuse, who stated that "it will be a unit plan to measure business at small cost. Past opposition to the plan has been based on false conception. The plan will be most useful in selling radio."

Audimeter Studies

John E. Fetzer, WKZO, Kalamazoo, complimented the research committee headed by William J. Scripps, WWJ, Detroit, on a "job well done". He declared it is a practical substitute for the system of dollar volume measurement and urged its adoption. Though purely experimental, it would eventually become a prime service to NAB members, the industry as a whole and to the advertising fraternity, he said.

Radio offers the greatest opportunity to advertisers today, but it is the most speculative medium, said Arthur C. Nielsen, president of A. C. Nielsen Co., Chicago, market research service, when he gave an illustrated talk on Audimeter Audience Measurement, its cost and operation, at the session.

"How can we expect advertisers to use radio in constantly increasing quantities unless our marketing research techniques can answer vital questions?", he asked. "And consider, for a moment, the tremendous advantage which radio would enjoy over other media if it developed a research technique which could answer such questions and thus enable the advertiser to use this form of advertising with the highest possible degree of assurance as to profitable results. What are we going to do about this glaring lack of marketing facts regarding a form of advertising which, in the opinion of many advertisers, offers the greatest advertising opportunity of the age? How can we remove the charge that radio, despite its opportunities, is highly speculative? Remember, please, that it will remain speculative until research gets the facts.

"There are at least three other reasons why it is vital that the radio industry develop more comprehensive marketing research techniques:

"1. To defend itself against the attack of Governmental bureaus.

"2. Competing media are improving their research techniques.

"3. Advertisers and agencies are becoming accustomed to more and better marketing research; in fact, they are insisting on it, as a means of making sound decisions on marketing problems."

More for Florsheim

FLORSHEIM SHOE Co., Chicago (shoes), currently placing the transcribed program, *The Squared Circle*, on stations nationally, through dealer representatives, has announced an additional 13 quarter-hour episodes of the series which features re-enactments of yesteryear's heavyweight championship prize fights. James J. Jeffries is m.c. and narrator. Through dealer tie-ins, the firm is increasing its list of stations and will utilize more than 125 outlets by early fall. Series is being produced by Fred C. Mertens & Associates, Los Angeles.

Chooz Lists

WHITE LABS., New York, will launch a campaign this fall on 27 stations and in newspapers to acquaint consumers with Chooz, a new anti-acid product in chewing-gum form. Pharmaco, a White subsidiary, has been established to market the product and plans heavy merchandising to the drug trade. William Esty & Co., New York, handles the account.

Proprietary Firm on 135

LYDIA E. PINKHAM Medicine Co., Lynn, Mass., on Sept. 2 will start a campaign for its vegetable compound, using spot announcements six times weekly on 135 stations throughout the country. Erwin, Wasey & Co., New York, handles the account.

Gage May Test

GAGE Bros., Chicago & New York (milliners), is planning spot radio tests in a number of markets in the near future. Stack-Goble Adv. Agency, Chicago, handles the account.

KSD

ON THE BASIC NBC RED NETWORK

first in St. Louis

KSD Has Led All Other St. Louis Stations in "FIRSTS" in 16 Nation-Wide

Radio Star Popularity Polls

Voting for Listener's Preferences, Since 1935

NOW OPERATING FULL TIME

Inquiries Are Invited Regarding Time Which May Be Available Due to the Full-Time Schedule on Which KSD Is Now Operating

KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Five Are Granted International CPs

About $2,000,000 Expenditure For Building Is Foreseen

A FURTHER step toward developing this country's international shortwave stations for more efficient operation under private ownership was taken Aug. 7 by an FCC administrative committee comprising Commissioner T. A. M. Craven, as acting chairman, and Commissioner Walker when it granted construction permits for 50,000-watt operation to five more such stations.

Under recently promulgated rules, 50,000 watts will be the minimum for all international stations and they may be operated commercially under certain restrictions. The 50 kw. minimum was to go into effect July 1 but this was postponed until next Jan. 1 to give the stations time to rebuild. Industry circles estimate about $2,000,000 will be spent on the shortwave building program.

Commission Grants

The CP's granted Aug. 7 were to KGEI, General Electric Co., San Francisco, now operating with 20 kw.; WGEA, General Electric Co., Schenectady, now operating with 25 kw.; WRCA, NBC, Bound Brook, N. J., authorized to use frequencies 9670 and 17780 kc. with 50 kw., the former frequency fulltime and the latter sharing with Westinghouse's WPIT, Hull, Mass.; WNBI, NBC, Bound Brook, authorized to use 50 kw. on 6100 and 21630 kc.; WCBX, CBS, New York, authorized to use 50 kw. on 6120, 6170, 9650, 11830, 15270, 17830, and 21570 kc.

In addition, General Electric's WGEA was assigned the additional frequencies 6190 and 21590 kc. It now uses 9550, 15330 and 21500 kc. WNBZ was authorized also to change from 11820 to 11890 kc.

Already authorized and under construction for 50 kw. operation are Westinghouse's WPIT at Hull, Mass., and World-Wide Broadcasting Co.'s WRUL at Scituate, Mass. Already on the air with the minimum power or more are Crosley's WLWO, Cincinnati, with 50 kw., and General Electric's WGEO, Schenectady, with 100 kw., the latter on 6190, 9530 and 15330 kc.

With these grants, all but three of the existing international stations have cleared the Commission. One of the three, WBOS, operated by Westinghouse with 10 kw. at Millis, Mass., is to be discontinued when WPIT goes on the air. WDJM, Miami, adjunct of WIOD, operating with 5 kw., will probably surrender its license. WCAB, operated with 10 kw. near Philadelphia by WCAU, will probably be discontinued in favor of an application to be filed for its facilities by CBS, which plans to erect an entirely new plant at Brentwood, Long Island.

Walgreen Adding

WALGREEN DRUG Co., Chicago, consistent user of local radio, is now using five-weekly one-minute announcements on KTAR and KOY, Phoenix, Ariz., and WMBD, Peoria, Ill. On Aug. 15 WEBC, Duluth, will be included in this list. Announcements continue on WENR, Chicago. Additional stations will be added in the future. Schwimmer & Scott, Chicago, handles the account.

NEW HOME OF WLS-WENR transmitter at Tinley Park, near Chicago, showing part of antenna in background. This installation replaces the plant near Downers Grove erected in 1928 but abandoned when WLS-WENR moved into their modern plant about 30 miles south of Chicago. When the old twin towers, landmarks of long standing, were wrecked Aug. 5, Pathe newsreel took pictures for national distribution.

IRNA Opposes Monoply Report

(*Continued from page 16*)

tional spot rates at levels determined by the networks.

Quarterly Meetings

Adoption of the resolution on trade practices came after Mr. Rosenbaum explained that IRNA had obtained pledges from Niles Trammell, NBC president, and M. R. Runyon, CBS vice-president, expressing willingness to hold quarterly meetings with committees of affiliates for their respective networks. This accomplishment, Mr. Rosenbaum said, marks the first time that affiliates will be in a position to sit down with top network officials to discuss their mutual problems.

Mr. Ethridge offered the resolution after explaining its purpose. He pointed out that Mutual already has an operating advisory committee which meets regularly with the MBS board, and that the proposal is to establish the same type of coordination with NBC and CBS.

Baseball Motion

Five IRNA directors were elected at the meeting to succeed those whose terms expired with the convention. Two nominations for each vacancy were brought in by the nominating committee headed by C. W. Myers, president of KOIN-KALE, Portland, Ore.

The new directors are: For NBC affiliates, George W. Norton, WAVE, Louisville, (re-elected) and Martin Campbell, WFAA, Dallas, succeeding Ed Craney, KGIR, Butte; for CBS affiliates, Arthur B. Church, KMBC, Kansas City, and Don Elias, WWNC, Asheville, succeeding I. R. Lounsberry, WGR-WKBW, Buffalo and Edgar L. Bill, WMBD, Peoria; for MBS, Hulbert Taft Jr., WKRC, Cincinnati, was elected to succeed Gene O'Fallon, KFEL, Denver.

Holdover directors are H. K. Carpenter, WHK, Cleveland; Edwin W. Craig, WSM, Nashville; L. B. Wilson, WCKY, Cincinnati; John A. Kennedy, WCHS, Charleston; Paul W. Morency, WTIC, Hartford, and Messrs. Rosenbaum, Ethridge and Myers.

A proposal by Wilbur Cobb, WMAZ, Macon, that the convention go on record with Judge K. M. Landis, czar of baseball, expressing disapproval of contracts whereby the World's Series is sold on an exclusive basis to a single network, precluding its sustaining use by other networks, was tabled after considerable discussion. Mr. Cobb contended that a public service feature of such importance should not be sold exclusively for commercial use.

Mr. Shepard, on behalf of MBS which had exclusive rights last year and has procured them again this year, pointed out that if such a mandate carried, it should apply with equal force to championship prizefights, football games and other sports events. Moreover, he said it would reduce all such features to sustaining performance if non-exclusive, since advertisers would not look with favor on them.

Mr. Damm sounded a warning that such a precedent might well be applied to local sports events, and endanger many valuable program features now handled on an exclusive basis by individual stations. A motion by Mr. Morency, that the Cobb proposal be tabled, was carried.

WGAC are the call letters assigned to the FCC for the newly authorized local station in Augusta, Ga., to be controlled by the *Augusta Herald* [BROADCASTING, Aug. 1].

Award of New Station In Syracuse Is Opposed By Other City Outlets

ALL SYRACUSE stations have petitioned the FCC for reconsideration or rehearing of its grant of July 17 of a new 1,000 watt station on 620 kc. in Salina, N. Y., to Sentinel Broadcasting Corp. [BROADCASTING, Aug. 1]. Also opposing the grant is WHJB, Greensburg, Pa., now operating with 250 watts daytime on 620 kc. and applicant for 1,000 watts fulltime on the same channel.

Salina is part of the Syracuse postal district and to all intents and purposes the grant authorizes a new regional station in Syracuse. Added to 620 kc. recently, in addition to the new Salina station, was WROL, Knoxville, shifted to that frequency from 250 watts on 1310 kc. with new regional power of 1,000 watts day and 500 night. WTMJ, also on 620 kc., recently was granted 5,000 watts fulltime, while WHJB's application was ordered set for further hearing on the ground of possible interference to WROL and WTMJ and on the further ground that its service area might overlap these of WJAS-KQV, owned by the same interests.

The petitions for reconsideration and rehearing assert that the record on which the Salina decision was made showed no need for additional service in the Syracuse area, and quoted the FCC examiner to that effect. Conditions in the Syracuse area have changed since the Salina hearing, it is asserted, including the addition of a new local station (WOLF) in Syracuse which already renders the service proposed by Sentinel. With the new local, the need for additional service has been diminished, according to the WOLF petition.

Reconsideration Sought In Portland, Me., Grant

A PETITION for reconsideration and hearing of the FCC's July 17 grant to WGAN, Portland, Me., of 5,000 watts fulltime on 560 kc. [BROADCASTING, Aug. 1] was filed with the FCC Aug. 5 on behalf of WABI, Bangor, Me., which claims that it was first to ask for the 560 kc. facility. The WGAN grant was made after negotiations by FCC Chairman Fly, in the course of which it was suggested that WABI make application for some other facility, possibly 970 kc.

The petition recites that WGAN filed for a shift from 640 to 560 kc. on June 27, 1940, more than a year after WABI had applied for 560 and approximately eight months after WABI's hearing. The Commission's action is complained of as "unjust, unwarranted and erroneous".

Board Suit Dismissed

SUIT brought by Al Fields, bandleader, against NBC, RCA Mfg. Co. and Gray Gordon, bandleader, was dismissed recently by New York Federal Judge Murray Hulbert on that grounds that Fields failed to file security for costs. Fields had sought an injunction, accounting of profits and damages, claiming that Gordon had infringed on his music, known as "Tic Toc" music with the insignia of a combined clock face and metronome. RCA, he claimed, recorded Gordon's music and NBC broadcast the band.

NATIONAL SPOT TIME BUYERS:

Plan your fall campaign on these FACTS

HOW MANY *Votes* FOR WTAM CLEVELAND?

● HERE'S THE COUNT FROM THE AREA *by ACTUAL POLL of LISTENERS*

***In Metropolitan Cleveland** —

WTAM usually has as many listeners as all other Cleveland Stations combined.

†In Akron —

Twice as many people "listen most" to WTAM than to any combination of stations in the area.

†In Canton —

Six times as many people "listen most" to WTAM than to any combination of stations in the area.

†In Youngstown —

Nine times as many people "listen most" to WTAM than to any combination of stations in the area.

***†In the Rural Areas** —

Six times as many people "listen most" to WTAM than to any combination of stations in the area.

WTAM
CLEVELAND
50,000 WATTS · 1070 KC.

**Based on four independent coincidental Surveys of Cleveland audiences—March, June, 1938; January 1939 and April 1940*

†NBC Rural Personal Call Urban Survey 1938

**†NBC Rural Postcard Survey 1939*

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · WASHINGTON · CLEVELAND · DENVER · HOLLYWOOD

Official Registration at NAB San Francisco Convention

Akerberg, Herb, CBS, New York
Alcorn, W. C., WBNX, New York
Allen, Charlotte B., KALB, Alexandria, La.
Allen, Mrs. Ed, Chicago
Allen, Edwin C., Reynolds-Fitzgerald, Inc., Chicago
Allen, Preston D., KLX, Oakland, Cal.
Allen, Riley H., KHBC-KGMB, Honolulu
Allen, Walter H., KALB, Alexandria, La.
Anderson, H. Vernon, WJBO, Baton Rouge, La.
Anderson, Sara M., Baton Rouge, La.
Anthony, Earle C., KFI, Los Angeles
Arney, C. E., Jr., NAB, Washington
Arney, Mrs. C. E., Jr., Washington
Arnold, Ruth, C. E. Hooper, Inc., Los Angeles
Arnoux, Campbell, WTAR, Norfolk, Va.
Arnoux, Mrs. Campbell, Norfolk, Va.
Atteberry, Ellis, KCKN, Kansas City, Kan.
Atteberry, Mona, Kansas City, Kan.
Azcarraga, Emilio, XEW, Mexico City

Baker, I. R., RCA, Camden, N. J.
Baldwin, John M., KDYL, Salt Lake City
Ballinger, Grace, Seattle
Ballou, David S., KYOS, Merced, Cal.
Bannister, Harry, WWJ, Detroit
Barker, Ed L., KGO-KPO, San Francisco
Barrett, Neal, KOMA, Okla. City
Bates, Wm. H., KTRB, Modesto, Cal.
Barroll, H. H., WFBR, Baltimore, Md.
Barroll, Mrs. H. H., Baltimore, Md.
Bauriedel, John G., KUIN, Grants Pass, Ore.
Bauriedel Mrs. J. G., Grants Pass Ore.
Bedell, Eugene D., Allied Phono. & Record Mfg. Co., Hollywood
Belknap, Paul C., Allen Kander Co., New York
Benson, Harvey, KOIN-KALE, Portland, Ore.
Bennett, Andrew W., NAB, Washington
Bennett, Mrs. A. W., Washington
Bennett, Lucie, Washington
Bennitt, Russell, KXOX, Sweetwater, Tex.
Beville, Jr., H. M., NBC, New York
Beville, Jr., Mrs. H. M., New York
Bill, Edgar L., WMBD, Peoria, Ill.
Bishop, Edward E., WGH, Norfolk, Va.
Bishop, Frank L., KFEL, Denver
Bishop, Lee, KMED, Medford, Ore.
Bitner, Harry M., WFBM, Indianapolis
Blair, John, John Blair Co., Chicago
Blair, Mrs. W. H., Dallas
Blatterman, Headlee L., KFI, Los Angeles
Blink, Milton M., Standard Radio, Chicago
Bockoven, Leslie F., Western Electric, New York
Bohn, John W., KMOX, St. Louis
Bohn, Mrs. J. W., St. Louis.
Bookwalter, L. S., KOIN-KALE, Portland Ore.
Borton, F. W., WQAM, Miami
Borton, Frances, Miami
Borton, Fred, Jr., WQAM, Miami
Brandeburg, F. C., Pac. Tel. & Tel., San Francisco
Brewer, Clarence D., WWJ, Detroit
Bright, Arthur L., KFPY, Spokane, Wash.
Bright, Mrs. A. L., Spokane, Wash.
Brown, Chas., NBC, Los Angeles
Bruck, Franklin, F. Bruck Adv. Corp., New York
Brunton, John, KJBS-KQW, San Francisco.
Brunton, Mrs. Dorothy, San Francisco
Brunton, Mott Q., KJBS-KQW, San Francisco
Brunton, Mrs. M. Q., KJBS, San Francisco
Brunton, Ralph R., KJBS-KQW, San Francisco
Brunton, S. B., KJBS, San Francisco
Buckendahl, Harry H., KOIN-KALE, Portland, Ore.
Bullen, Kathryn, Logan, Utah.
Bullen, Reed, KVNU, Logan, Utah
Burk, Rev. W. A., S. J., WEW, St. Louis
Burkland, Carl J., WCCO, Minneapolis
Butcher, Harry C., CBS, Washington
Butler, Burridge D., KOY, Phoenix, Ariz.

Caldwell, Louis G., Kirkland Fleming Green
Caley, Charles C., WMBD, Peoria, Ill.
Calkins, John T., WENY, Elmira, N. Y.
Callahan, Dave, SESAC, New York
Campbell, Martin, WFAA, Dallas
Campbell, Pat, WBS, Hollywood.
Campbell, Mrs. M., Dallas
Campeau, J. E., CKLW, Detroit
Caraway, John B., WGBF, Evansville, Ind.
Carpenter, H. Kenneth, WHK-WCLE, Cleveland
Carr, Eugene, WGAR, Cleveland
Carr, Mrs. Eugene, Cleveland
Cartwright, Wm. H., Edward Petry & Co., Detroit
Cavey, F. A., WWL, New Orleans
Chafey, Clifford M. WEEU, Reading, Pa.
Charbueau, Jules, San Francisco
Chase, Frank, Superman, Inc., New York
Church, Arthur B., KMBC, Kansas City
Church, Mrs. A. B., Kansas City
Cisler, Stephen A., WGRC, New Albany, Ind.
Clark, Ione, Wichita, Kans.
Clark, P. S., KFH, Wichita, Kans.
Cobb, Wilton E., WMAZ, Macon, Ga.
Coffin, Frank H., KVCV, Redding, Cal.
Cohan, Edwin K., CBS, New York
Collins, Keith B., KMJ, Fresno, Cal.
Connell, Richard A., WJBK, Detroit
Corbin, Chas. Paul, KIEM, Eureka, Cal.
Cosby, Clarence G., KXOK, St. Louis
Coulson, W. L., WHAS, Louisville,
Courrier, G. F., WHIP, Hammond, Ind.
Coveny, Carleton E., John Blair Co., Los Angeles
Cov, H. Q., KEX-KQW, Portland, Ore.
Craig, Edwin M., WSM, Nashville
Crandall, George, CBS, New York
Craney, Ed, KGIR, Butte, Mont.
Cranston, George, KGKO, Fort Worth
Cranston, Mrs. Geo., Fort Worth
Cronise, Ralph R., Albany, Ore.
Cunniff, Ed, WKBH, La Crosse, Wis.

Damm, W. J., WTMJ, Milwaukee
David, Wm. R., Gen. Elec. Co., Schenectady
Davis, Don, WHB, Kansas City
Dellar, Lincoln, KSFO, San Francisco
deMars, Paul A., Yankee Network, Boston
deMars, Mrs. Paul A., Boston
Denny, Herbert, Standard Radio, Dallas
Denny, Mrs. Herbert, Dallas
Dillard, Everett L., W9XA, Kansas City

REPRESENTATIVES of Western Electric, Bell Laboratories and Graybar attending the NAB conclave included: Bottom row (l to r): J. Ganzenhuber, H. Willets, H. Scarr, A. J. Eaves, L. Bockhoven. Standing, G. Jones, J. Morrison, W. Whitmore, E. Thurston, C. Snow and E. Taylor.

Dirks, Dietrich, KTRI, Sioux City, Iowa
Dobyns, C. Merwin, KGER, Long Beach, Cal.
Dobyns, J. Alden, KGER, Long Beach, Cal.
Dolberg, Glenn R., KGO-KPO, San Francisco
Dolph, Wm. B., WOL, Washington
Dorais, S. P., KGO-KPO, San Francisco
Dorrance, Dick, FM Inc., New York
Drewry, John E., U of Ga., Athens, Ga.
Dumm, Wesley I., KSFO, San Francisco
Dumm, Robert W., KSFO, San Francisco
Dunville, R. E., WSAI, Cincinnati
Dunville, Mrs. R. E., Cincinnati

Early, Stephen, Washington
Eaves, Augustus J., Graybar Elec., New York
Edmonds, A. L., Gen. Elec. Co., Los Angeles
Egner, C. Lloyd, NBC, New York
Eickelberg, Wilbur, KHJ, Los Angeles
Elias, Don S., WWNC, Asheville, N. C.
Elias, Mrs. Don S., Asheville, N. C.
Ellsworth, Harris, KRNR, Roseburg, Ore.
Ellsworth, Mrs. Harris, Roseburg, Ore.
Elmer, John, WCBM, Baltimore
Elmer, Mrs. John, Baltimore
Elvin, Ralph G., WLOK, Lima, Ohio
Enns, Ted, Iowa Bestg. Co., Des Moines
Enns, Carolyn, Des Moines
Ethridge, Mark F., WHAS, Louisville
Evans, Ralph, WHO, Des Moines
Evans, Aubrey L., Des Moines
Evans, Betty, KGER, Long Beach, Cal.

Falknor, Frank R., WBBM, Chicago
Fellows, Harold E., WEEI, Boston
Feltis, Hugh M., KOMO-KJR, Seattle
Fetzer, John E., WKZO, Kalamazoo, Mich.
Fiebig, H. O., KQW, San Jose
Finley, Ernest L., KSRO, Santa Rosa, Cal.
Finney, C. M., Assoc. Music Pubs., Inc., New York
Fisher, Ben S., Washington
Fisher, Bennett L., KOMO-KJR, Seattle
Fisher, Birt F., KOMO-KJR, Seattle
Fisher, O. D., KOMO-KJR, Seattle
Fitzer, Dean, WDAF, Kansas City
Fitzpatrick, Leo J., WJR, Detroit
Fitzpatrick, Mrs. Leo, Detroit
Fitzsimonds, F. E., KFYR, Bismarck, N. D.
Flanigan, Ed., WSPD, Toledo
Fletcher, Henry H., KSEI, Pocatello ,Ida.
Fletcher Ruthe A., Pocatello, Ida.
Fly, James L., FCC, Washington
Foreman, Edwin G. Jr., The Foreman Co., Chicago.
Fowler, L. Dean, Gen. Elec. Co., Los Angeles
Fox, J. Leslie, Paul Raymer Co., Los Angeles
Fox, S. S., KDYL, Salt Lake City
Franklin, Ed. P., KJBS, San Francisco
Freitag, Willis O., KRKD, Los Angeles
Fuerst, George W., KGO-KPO, San Francisco
Fuld, Steve, WABC, New York

Gale, Miss Phebe, NBC, Washington
Gammons, Earl H., WCCO, Minneapolis
Gander, Harold, KORE, Eugene, Ore.
Garber, Milton B., KCRC, Enid, Okla.
Gardner, Jorn E. KTFI, Twin Falls, Ida.
Gardner, Mrs. John E., Twin Falls, Ida.
Gartland, William C., NBC, New York
Gates, S. Niles, C. P. MacGregor, Hollywood
Gay, Helen, KJBS, San Francisco
Gentling, Gregory, KROC, Rochester, Minn.
Gillenwaters, T. R., Memorox, Inc., Los Angeles
Gillett, Glenn D., Glenn D. Gillett, Washington
Gillett, Mrs. Mary, Long Beach, Cal.
Gillin, John J. Jr., WOW, Omaha
Gilman, Don E., KPO, Hollywood
Gilman, Sara E., Hollywood
Glade, Earl J., KSL, Salt Lake City
Goddard, Miss Ann, Chicago
Godley, Paul F., Montclair, N. J.
Goldman, Harry L., WOKO-WABY, Albany, N. Y.
Goldman, Martha, Albany, N. Y.
Gonce, "Chet" L., KFJI, Klamath Falls, Ore.
Graham, Donald G., KOMO-KJR, Seattle, Wash.
Graham, Richard H., NBC, Los Angeles
Grant, E., KGO-KPO, San Francisco
Graves, W. E., KSL, Salt Lake City
Gray, Gilson, CBS, New York
Greaves, V. Ford, FCC, San Francisco
Greaves, Mrs. V. Ford, San Francisco
Gross, Jack O., KFWB, Los Angeles
Grove, William C., KFRC-KSAN, San Francisco
Grove, Eva R., San Francisco.
Groves, Mrs. W. E., KSL, Salt Lake City
Gunther, Frank A., Rad. Eng. Labs., Long Island, N. Y.
Gunzendorfer, Wilt, KSRO, Santa Rosa, Cal.
Gunzendorfer, Mrs. W., Santa Rosa, Cal.

Hacker, Les., KVEC, San Luis Obispo, Cal.
Hager, Kolin D., WGY, Schenectady, N. Y.
Hagman, Clarence T., WTCN, St. Paul, Minn.
Haley, A. G., Washington
Halff, Hugh A. L., WOAI, San Antonio
Hall, Glad, KRKD, Los Angeles
Hamilton, G. C., McClatchy, Sacramento, Cal.
Hanson, O. B., NBC, New York
Haverlin, Carl, BMI, New York
Hayes, Arthur Hull, WABC, New York
Haymond, Carl E., KMO, Tacoma, Wash.
Haymond, Mrs. C. E., Tacoma, Wash.
Headley Frank M., Headley-Reed Co., New York
Heath, Dick, KTAR, Phoenix, Ariz.
Hedges, William S., NBC, New York
Hedges, Mrs. W. S., New York
Hedges, Helen, New York
Hedges, Peggy, New York
Herman, A. M., WBAP, Fort Worth
Hickox, Sheldon B. Jr., NBC, New York
Hill, Edward E., WTAG, Worcester, Mass.
Hill, Estelle M., Worcester, Mass.
Hill, Frank L., KORE, Eugene, Ore.
Hilliard, Jay G., Pac. Coast Rec., Los Angeles
Hirsch, Oscar C., KFVS, Cape Girardeau, Mo.
Hirsch, Mrs. O. C., Cape Girardeau, Mo.
Hobby, Mrs. Oveta C., KPRC, Houston
Hoffman, Phil, WNAX, Yankton, S. D.
Hollingbery, George P., George P. Hollingbery Co., Chicago.
Hollister, Herb, KFBI-KANS, Wichita, Kansas
Hollister, Mrs. Herb, Wichita, Kansas
Holliway, Harrison, KFI-KECA, Los Angeles
Holt, Thad, WAPI, Birmingham
Honea, B. N., WBAP, Ft. Worth
Hooper, C. E., C. E. Hooper, Inc., New York
Hopkins, James F., WJBK, Detroit
Horn, C. W., NBC, New York
Horton, Kingsley F., WEEI, Boston
Hough, Harold, WBAP, Fort Worth
Hubbard, Stanley E., KSTP, St. Paul
Hurt, Frank E., KFXD, Nampa, Ida.

Imeson, Thos. C., WJAX, Jacksonville, Fla.
Ingrim, Ward D., KFRC, San Francisco
Inman, Don E., WMT, Waterloo, Ia.
Irwin, Earl, KVI, Tacoma, Wash.
Irwin, Vernice, KVI, Tacoma, Wash.

Jackson, Henry M., CBS, San Francisco
Jacobson, Christina M., KVEC, San Luis Obispo, Cal.
Jacobus, Melvin S., Photo & Sound Inc., San Francisco
Jadassohn, Kurt A., SESAC, New York
Jansky, C. M. Jr., Jansky & Bailey, Washington
Jansky, Mrs. C. M. Jr., Washington
Jansky, Marguerite, Washington
Jansky, Curtis M., Washington
Jarvis, Leo P., KPMC, Bakersfield, Cal.
Jayne, Dan E., WELL, Battle Creek, Mich.
Jayne, Mrs. Lola, Battle Creek, Mich.
Jennings, W. Carey, KEX-KGW, Portland, Ore.
Jennings, Connie A., Portland, Ore.
Johnson, G. W., KTSA, San Antonio
Johnson, Les, WHBF, Rock Island, Ill.
Johnson, Mrs. Les, Rock Island, Ill.
Johnson, Louis, Rock Island, Ill.
Jones, Merle S., KMOX, St. Louis
Joscelyn, A. E., WBT, Charlotte, N. C.

IT'S RCA ALL THE WAY in this photograph of the RCA Mfg. Co. contingent at the NAB convention (l to r): C. Lewis, Ben Adler, Al Hopkins, S. Goulden, R. Wilson; Paul Lutz, Harry Sauter, D. Ressor, E. Frost, V. Trouant, Ted Smith, Will Whitty. I. R. Baker, transmitter sales chief, who headed the contingent, was making an installation at the time.

Kapner, L., WCAE, Pittsburgh
Karol, John J., CBS, New York
Kaye, Sydney M., BMI, New York
Kelchner, Orville J., WMMN, Fairmont, West Va.
Kemp, Arthur J., CBS, Berkeley, Cal.
Kendrick, A. J., World Broadcasting, N. Y.
Kennedy, John A., WBLK-WPAR, WHIS-WSAZ, Charleston, W. Va.
Keplinger, Lou, KSAN, San Francisco
Kesten, Paul W., CBS, New York
Kettler, S. P., WHIZ, Zanesville, O.
Kilgore, T. H., KARM, Fresno, Cal.
King, Gerald, Standard Radio, Hollywood
Kirby, Ed, NAB, Washington
Knight, W. T. Jr., WTOC, Savannah
Knight, Mrs. W. T. Jr., Savannah
Knisely, Mrs. Philip, NAB, Oakland, Cal.
Kobak, Edgar, NBC, New York
Koessler, Walter, WROK, Rockford, Ill.

Lafount, Harold A., WCOP, Boston
Lafount, Mrs. H. A., Boston
Landis, DeWitt, KFYO, Lubbock, Tex.
Landis, Mrs. DeWitt, KFYO, Lubbock, Tex.
Lane, C. Howard, KFBK, Sacramento, Cal.
Lane, Mrs. Howard, Sacramento, Cal.
Langlois, Cy, Lang-Worth, New York
Lasky, Philip G., KROW, San Francisco
Lasky, Mrs. P. G., San Francisco
Laubengayer, R. J., KSAL, Salina, Kans.
Lawrence, Craig, KSO-KRNT, Des Moines
Lawrence, Mrs. Craig, Des Moines
Lee, J. C., KFXM, San Bernardino
LeFerne, Bob, WTCN, Minneapolis
Leich, Martin L., WGBF, Evansville, Ind.
Leuschner, Frederick, NBC, Los Angeles
Lewis, Dick, KTAR, Phoenix, Ariz.
Lewis, Ray M., KQW, San Jose, Cal.
Lewis, Grace, San Jose, Cal.
Lindblade, Vern A., KFAC, Los Angeles
Locke, C. B., KFDM, Beaumont, Tex.
Lodge, William B., WABC, New York
Lodge, Mrs. Wm. B., New York
Loeb, Howard M., WFDF, Flint, Mich.
Loeb, L. A., KDYL, Salt Lake City
Loeb, Ruth O., Flint, Mich.
Loggan, Frank H., KBND, Bend, Ore.
Lounsberry, I. R., WGR-WKBW, Buffalo
Loyet, Paul A., WHO, Des Moines
Ludy, Ben, WIBW, Topeka
Luther, Clark A., KFH, Wichita
Luther, Mrs. Clark A., Wichita
Lyman, Peter, KOMO-KJR, Seattle, Wash.
Lynn, Roland A., NBC, New York

McAndrews, R. J., KGO-KPO, San Francisco
McCarthy, C. L., KQW, San Jose, Cal.
McCarthy, Mrs. C. L., San Jose, Cal.
McCaw, Robt. S., KELA, Centralia, Wash.
McClung, Hugh, KYOS, Merced, Cal.
McCollough, Clair R., WGAL, Lancaster, Pa.
McCosker, David, Warner Bros., Hollywood
McCracken, H. L., KVRS, Rock Spgs., Wyo.
McIntosh, Frank H., San Francisco
MacGregor, C. P., Los Angeles
MacGregor, Mrs. C. P., Los Angeles
Macy, J. Noel, WFAS, White Plains, N. Y.
Maizlish, Harry, KFWB, Hollywood
Maland, Jos. O., WHO, Des Moines
Maland, Mrs. J. O., Des Moines
Martin, Harry, Chicago
Maslin, Robert S. Jr., WFBR, Baltimore
Matson, Chester G., Ed. Petry Co., Los Angeles
Merino, John C., KTUC, Tucson, Ariz.
Meyer, P. J., KFYR, Bismarck, N. D.
Meyers, Carl J., WGN, Chicago
Milbourne, Lewis W., WCAO, Baltimore
Miller, James A., Miller Broadcasting System, N. Y.
Miller, Joseph L., NAB, Washington
Miller, Neville, NAB, Washington
Mills, Byron, KPO, San Francisco
Mitchell, L. S., WDAE, Tampa, Fla.
Morency, Paul W., WTIC, Hartford
Moroney, James M., WFAA, Dallas
Morris, Edmund T. Jr. West. Elec., Baltimore
Morrison, John F., Bell Tel. Labs., New York
Morrison, Susan H., Boonton, N. J.
Morse, George H., Pac. Tel., San Francisco
Mosby, Art J., KGVO, Missoula, Mont.
Mosby, Anne, Missoula, Mont.
Mosby, Marry Jane, Missoula, Mont.
Moskovfes, Geo. L., KNX-CBS, Los Angeles
Mullen, Frank E., NBC, New York
Mullen, Mrs. Frank E., New York
Murphy, Jas. A., KMO-KIT, Yakima, Wash.
Murphy, Mrs. J. A., Yakima, Wash.
Musselman, B. Bryan, WSAN, Allentown, Pa.
Musselman, Mrs. B. Bryan, Allentown, Pa.
Myers, Chuck, KOIN-KALE, Portland, Ore.
Myers, Robert P., WJZ, New York

Nelson, A. E., KPO-KGO, San Francisco
Nelson, Linnea, New York
Newkirk, Marion H., Don Lee, Los Angeles
Newkirk, Van C., KHJ., Los Angeles
Nicoll, Paula, MBS, New York
Nielson, Arthur C., A. C. Nielsen, Chicago
Norman, J. Clinton, KTHS, Hot Springs, Ark.
Norton, George W., WAVE, Louisville
Norton, John H., WJZ, New York

O'Fallon, Gene, KFEL, Denver
O'Kane, Don, KIEM, Eureka, Cal.

ALMOST LOOK-ALIKES and confusing to some delegates when they weren't together around the NAB convention, were Milton Samuel, NBC press manager in San Francisco (left), and Arthur Stringer, NAB promotion manager.

Honeymoon Time

CONVENTION time was honeymoon time for Ted Enns, national sales manager for the Cowles stations (KSO-KRNT - WMT - WNAX). He was married July 25 to Carolyn Humble, and they left immediately for a honeymoon trip to the West. It wound up at the San Francisco convention.

Olsen, Tom, KGY, Olympia, Wash.
O'Neil, Bill, WJW, Akron, O.

Pabst, William D., KFRC, San Francisco
Pack, Eugene G., KSL, Salt Lake City
Pack, Lucile, Salt Lake City
Palmer, Col. B. J., Central Broadcasting, Davenport
Palmer, Fred A., KOY, Phoenix
Park, Alice E., WCCO, Minneapolis
Patt, John F., WGAR, Cleveland
Patt, Mrs. John F., Cleveland
Patterson, S. H., KSAN, San Francisco
Paul, W. L., Northwest Radio Adv. Co., Seattle
Pearce, Harold E., Standard Radio, Seattle
Peck, Curtis D., KPO-KGO, San Francisco
Pengra, Marshall, KRNR, Roseburg, Ore.
Pengra, Eve, Roseburg, Ore.
Peter, Paul F., NAB, Washington
Petry, Edward, Ed Petry Co., New York
Phillips, C., KIDO, Boise, Ida.
Pierce, Jennings, KGO-KPO, San Francisco
Place, Russell P., NAB, Washington
Power, Ralph L., Los Angeles
Pribble, Vernon H., NBC, Cleveland
Priebe, Robert E., KRSC, Seattle, Wash.
Prosser, John I., KTHS, Hot Spgs., Ark.

Quarton, S. D., WMT, Cedar Rapids
Quarton, Wm. B., WMT, Cedar Rapids

Radner, Roy, WIBM, Jackson, Mich.
Randall, G. Clayton, WTIC, Hartford
Rawlings, Calvin W., KDYL, Salt Lake City
Raymer, Paul H., Paul H. Raymer Co., Chicago
Read, H. B., KSLM, Salem, Ore.
Read, H. C., AT&T Co., New York
Ream, Joseph H., WABC, New York
Reed, Dwight S., Headley-Reed, Chicago
Rees, David H., KMED, Medford, Ore.
Reiniger, Gustavus, REL, New York
Revercomb, Everett E., NAB, Washington
Rexer, Thelma, KALB, Alexandria, La.
Ricketts, Leo O., KFBK, Sacramento
Robertson, Dale, KGGM, Albuquerque
Robinson, King H., KTRH, Houston
Rodgers, James M., WROK, Rockford, Ill.
Rogers, Naylor, Keystone Broadcasting, Los Angeles
Rollo, Reed T., Kirkland, Fleming, Green Martin, Washington
Rosenbaum, Samuel R., WFIL, Philadelphia
Ross, Cecil, C., Graybar Elec., Dallas
Ross, George, KWG, Stockton, Cal.
Roth, Eugene J., KONO, San Antonio
Roth, Mrs. Eugene J., San Antonio
Roth, Jack, San Antonio
Ruess, Wm., WOW, Omaha
Runchey, O. A., KOL, Seattle
Russell, Frank M., WRC, Washington
Runyon, Mefford R., WABC, New York
Ruppel, Louis, CBS, New York
Ryan, John H., WSPD, Toledo
Ryan, Mrs. John H., Toledo
Ryan, Hazel L., KRKD, Los Angeles
Ryan, Wm. B., NBC, San Francisco

Samuel, Marie E., San Francisco

'DAY' RATES 50%

Hooper Survey Shows Highest Rating in the East

MORE THAN one-fifth of the country's radio homes listened to the one-hour program observing Broadcasting's Day Aug. 3, according to a coincidential survey made jointly by C. E. Hooper Inc. and NBC. The audience-rating equalled that of the two most popular programs on the air, according to Mr. Hooper. A total of 10,500 calls was made nationally during the tribute to the industry, constituting one of the largest coincidental samples for any single program. The weighted rating was 20.1%. Ratings by geographic areas, Mr. Hooper told BROADCASTING, demonstrate the effect of time of reception on audience size of programs. The return was:

	Homes Called	*Time of Reception*	*Rating*
East	4020	7-8 EST	21.9
No. Cent.	1718	6-7 CST	20.4
South	1968	6-7 CST	18.8
Mountain	603	5-6 MST	15.6
Pacific	2135	4-5 PST	14.8

In another coincidental survey conducted by CBS in New York, Chicago, Boston, St. Louis, Washington, Minneapolis, Los Angeles and Charlotte, telephone responses were reported by that network as indicating 16.8% in use during the Broadcasting's Day program. There were 6,704 coincidental interviews made by Samuel E. Gill, New York research man.

Samuel, Milton N., KGO, San Francisco
Sandeberg, David H., KFBK, San Francisco
Saumenig, J. Dudley, WIS, Columbia, S. C.
Scales, John F., KARM, Fresno, Cal.
Schamblin, L. A., KPMC, Bakersfield, Cal.
Schudt, William A., CBS, New York
Schuebel, R., Biow Co., New York
Schuetz, Robert F., NBC, Hollywood
Scott, Chas. P., KTKC, Visalia, Cal.
Scott, Clyde, KFI, Los Angeles
Scott, Duncan A., J. H. McGillvra, S. F.
Scripps, Wm. J., WWJ, Detroit
Searle, Don, KOIL, Omaha
Shannon, Terry, Yankee Network, Boston
Sharp, Ivor, KSL, Salt Lake City
Sharp, Thomas E., KFSD, San Diego, Cal.
Shepard, John, III, Yankee Network, Boston
Sherman, Dean F., KINY, Juneau, Alaska
Shouse, J. D., WLW, Cincinnati
Shouse, Mrs. James, Cincinnati
Sibson, Ken L., KRGV, Weslaco, Tex.
Singleton, Harold C., Portland, Ore.
Singleton, Rose, Portland, Ore.
Sleeper, Geo. E., San Francisco
Smeby, Lynne C., NAB, Washington
Smeby, Mrs. L. C., Washington
Smith, Calvin J., KFAC, Los Angeles
Smith, Earle H., Ed. Petry Co., San Francisco
Smith, George W., WWVA, Wheeling
Smith, J. Kelly, WBBM, Chicago
Smith, Vernon H., KOWH, Omaha
Smullin, Wm. B., KIEM, Eureka, Cal.
Smullin, Mrs. Wm. B., Eureka, Cal.
Snow, Mrs. Ellen, Western Elec., New York
Snyder, Glenn, WLS, Chicago
Soule, O. P., KTFI, Salt Lake
Spector, Raymond, Raymond Spector Co., New York
Spector, Mrs. Raymond, New York
Spence, Harry R., KXRO, Aberdeen, Wash.
Spencer, Ernest L., KVOE, Santa Ana, Cal.
Spight, Lindsey, John Blair & Co., San Francisco
Stanton, Frank, CBS, New York
Stanton, Mrs. Frank, CBS, New York
Stoddard, Robert L., KERN, Bakersfield, Cal.
Stone, Carl A., Boonton Radio Corp., L. A.
Stone, Harry, WSM, Nashville
Storer, George, WSPD, Toledo
Street, Robert A., WCAU, Philadelphia
Streibert, Theodore, WOR, New York
Stringer, Arthur, NAB, Washington
Strotz, Sidney N., NBC, Chicago
Summerville, Wm. H., WWL, New Orleans
Sutton, G. O., Washington
Sutton, L. S., Washington
Sykes, Judge Eugene, Washington
Symons, T. W., KXL, Portland, Ore.
Symons, T. W. Jr., KXL, Portland, Ore.

Taft, H. Jr., WKRC, Cincinnati
Tapp, Jay E., KGER, Long Beach, Cal.
Taranto, Almen V., W. Esty Co., New York
Taylor, O. L. Ted, KGNC, Amarillo, Tex.
Tenney, Walter I, Radio Adv. Corp., New York
Thomas, Lloyd C., KGFW, Kearney, Neb.
Thompson, Griff, Westinghouse stations, Philadelphia
Thompson, Roy F., WFBG, Altoona, Pa.
Thompson, W., KROY, Sacramento, Cal.
Thomson, Roy H., CKGB, Timmins, Ont.
Thornburgh, Don W., KNX, Los Angeles
Thorwald, John, Park Cities Broadcast Corp., Dallas
Thurston, E. W., Western Elec., Kearny, N. J.
Tibbals, Walter A., BIOW Co., New York
Tincher, Robert R., WNAX, Yankton
Tips, Kern, KPRC, Houston
Tompkins, Florence A., New York
Tompkins, Merritt E., Broadcast Music Inc., New York
Torge, George R., WBEN, Buffalo
Townsend, Edward S., Ed. S. Townsend Co., S. F.
Tozier, Cliff, W9XA (FM), Kansas City
Trammell, Niles, NBC, New York
Twamley, Edgar H., WBEN, Buffalo
Tyson, Leo B., KMPC, Beverly Hills

Uridge, Owen F., WJR, Detroit

Vance, Harold C., RCA, Camden, N. J.
Voynow, Edward E., Edward Petry & Co., Chicago

Wagner, James A., WHBY-WTAQ, Green Bay, Wis.
Wagstaff, W. E., KDYL, Salt Lake City
Wailes, Lee B., Westinghouse Stations, Philadelphia
Wall, H. G., WIBC, Indianapolis
Wallace, Forrest P., WWJ, Detroit
Wallace, James W., KVI, Seattle
Walker, Marion, KHUB, Watsonville, Cal.
Walters, Howard V., KDON, Monterey, Cal.
Warner, E. N., KLS, Oakland, Cal.
Warner, Louis, Lewis Warner Inc., Spokane
Warner, Florence, Spokane
Warner, Stafford W., KLS, Oakland, Cal.
Warren, Selleck B., KTSW, Emporia, Kans.
Warren, Wm. W., KOMO-KJR, Seattle
Warrick, Dupuy G., KMBC, Kansas City
Watson, L. L., WBAL, Baltimore
Webb, Frank V., KTMS, Santa Barbara, Cal.
Weber, Fred, MBS, Chicago
Weed, Joseph J., Weed & Co., New York
Weed, Neal, Weed & Co., Chicago
Welland, Lenore, Kinston, N. C.
Wellend, Jonas, WFTC, Kinston, N. C.
Weiss, Lewis Allen, KHJ, Los Angeles
Wentworth, Ralph C., Lang-Worth, New York
West, Wm. H., WTMV, E. St. Louis, Ill.
Westlund, Art, KRE, Berkeley, Cal.
Wetzel, Maurice, NBC, New York
Wheelahan, Harold, WSMB, New Orleans
White, Paul, WABC, New York
Whitehead, Ed A., Gen. Elec. Co., San Francisco
Whitmore, Chas. A., KTKC, Visalia, Cal.
Whitmore, W. E., KGFL, Roswell, N. M.
Wilder, Harry C., WSYR, Syracuse
Willets, H. N., West. Elec., Kearny, N. J.
Williams, Edna, Columbia Pictures, Los Angeles
Williams, R. B., KVOA, Tucson
Williams, Mrs. R. B., Tucson
Wilson, Howard H., Howard H. Wilson Co., Chicago
Wilson, L. B., WCKY, Cincinnati
Wolcott, Frederick, Silfillas Bros., Los Angeles
Woodling, M. F., KHSL, Chico, Cal.
Wooten, Hoyt B., WREC, Memphis
Wyler, Karl O., KTSM, El Paso
Wylie, Cole E., KVOS, Bellingham, Wash.
Wylie, Margaret, J. Walter Thompson Co., Chicago

Yocum, Ed, KGHL, Billings, Mont.
Yocum, Mrs. Ed. Billings, Mont.
Yoder, Lloyd E., KOA, Denver
Yoder, Mrs. Lloyd E., Denver
Young, Geo. W., WDGY, Minneapolis

Zimmerman, Ed, KARK, Little Rock, Ark.
Zimmerman, Mrs. Ed, Little Rock, Ark.

Copyright Ruling

COPYRIGHTED radio talks are entitled to protection from infringement "even though the talks are for advertising purposes", according to Federal Judge John C. Knox in rendering a statutory decision July 25 awarding $250 damages to Nell Vinick, radio lecturer on cosmetics, against Charm Publications. The court held that the defendant in September, 1937, infringed two of Miss Vinick's talks, given on WOR, Newark, in its magazine *Real Charm*, adding that the infringement was done unwittingly.

FOR visiting broadcasters who had attended the NAB convention and were en route to their respective homes, the Southern California Broadcasters Assn., Los Angeles, on Aug. 9 staged a cocktail party and reception, with more than 250 broadcasters and guests attending. The party was arranged by Harry W. Witt, CBS Hollywood sales manager, president of SCBA.

FDR vs. Willkie—A Battle of Voices

Two Powerful Speakers To Meet in Autumn Campaign

By DR. HENRY LEE SMITH

DR. SMITH, a speech expert, is conductor of the unique MBS audience participation program 'Where Are You From?' in which he detects from speech quality and inflections the section of the country whence his guests come. He is a former instructor in speech at Columbia University, who soon will take charge of the public speaking classes at Brown University. Because of the current interest in the political campaign, particularly in the radio personalities of the candidates, BROADCASTING asked Dr. Smith to write this appraisal of their speech.

TWO MEN of extraordinarily compelling personalities are now "selling themselves" to the people of these United States, trying each in his own way to convince you and me and the other fellow that he is the man for the job of President.

In this big selling job, voice is one of the most important weapons, if not the most important—not only because the voice, through the all-covering power of radio, can reach every American voter intimately and forcefully, but because the voice, more than anything else, is the most persuasive indication of a man's personality, and even to some extent, of his ability.

A man's looks, his manner of dress—these are important. But more important are what he says, *and the way he says it.*

20th Century Mood

It's old stuff by now that Franklin Delano Roosevelt is the greatest public speaker in the nation. No doubt about it: he's tops in speech, on or off the air. More than that, by his development of the "fireside chat" technique he has effected a one-man revolution of modern oratory.

Largely because they have been impressed with the effectiveness of the Rooseveltian radio way, the old school of political orators have abandoned bombast rhetoric and the grand eloquent platform manner for the informal, conversational person-to-person technique demanded by the microphone. Daniel Webster and William Jennings Bryan were the oratorical heroes of the 19th century; Franklin D. Roosevelt is the oratorical model of the 20th century.

Perhaps; consciously or unconsciously, Wendell L. Willkie has been affected by the Roosevelt approach to public speaking. In any case, in Willkie, Mr. Roosevelt has an opponent with an equally vigorous and colorful personality, one who knows how to make that personality come across over the air. Both are master salesmen. Neither party could have selected, from all their possible nominees, men better equipped to win friends and influence votes through the effectiveness of their radio personalities.

Willkie has a splendid general American voice. If you listen carefully, you will note in his speech pattern certain elements of both Eastern and South-Midwestern coloring. The Eastern influence, I suppose, can be traced to his long residence in New York City. However, I certainly would not advise Mr. Willkie, or anyone who wanted to speak effectively, to attempt to erase all regional characteristics from his speech. A certain amount of localism adds flavor and personality to a man's voice. It is an asset rather than liability.

If you are interested in spotting the "Where Are You From" giveaways in Willkie's speech, notice how he pronounces words like "any", "many" and "on". His pronunciation of such words is typically Midwestern—Southern Indiana and Ohio. On the other hand, although the President's speech most clearly represents a universal standard and non-regional ideal of English speech, one can still spot obvious regionalisms in his speech. For instance, the way he pronounces "wholly" as "hully" is common to certain sections of New York State and New England.

Willkie Habits

On the whole, I would say that Willkie is not as polished a speaker as the President. For instance, his t's, d's, and p's are not articulated with what many trained speakers would consider accuracy. Yet, if Willkie were to consult a good speech coach, I doubt if the voice expert would advise him to polish up his diction, and to avoid slurring his consonants the way he does.

I believe the speech coach would agree that these slight slurrings are too integral a part of Willkie's speech personality. This slight carelessness in diction is an element in the casualness and pleasant informality of his speech. They might be considered to be a part of his vocal charm. The slurring of the consonants is a kind of vocal counterpart of Willkie's well-known boyish lock of hair over the eye that shows up in his photographs.

Years of Experience

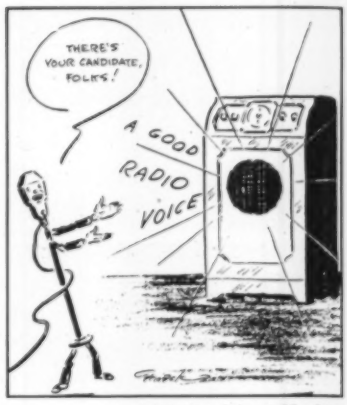
Naturally, because Mr. Roosevelt is a far more experienced public speaker than Willkie, he has more finesse. FDR has developed his masterly command of voice through long years of public speaking in all sorts of situations before all sorts of audiences. Excellent as Willkie's voice is, it can become better only through more practice. He is starting to get this practice now. In a short time, as the campaign really gets under way, he should develop a greater surety—even more poise and command of situations. Meanwhile, he has not yet reached his maximum efficiency as a public speaker.

But Willkie needs no voice lessons, no speech coaches. His faults are minor, and he himself could give lessons to many of our political speakers. If he has any major weakness in speech, I would say it is this: He is still not as good a reader as he might be. When he reads from a prepared script, although his delivery is good, there is still some suggestion of reading, a hint of the fact that the speech is being read. The printed page seems to put a bit of a barrier between him and his audience. When Roosevelt reads a speech, it sounds as if he were saying this thing, then and there, for the first time.

Wants to Ad Lib

In short, Willkie seems to be somewhat inhibited by a script. He appears to have a great deal of natural exuberance which comes through in his voice, although restrained by the script. When I listen to him, I sense the feeling that he would be more at ease ad-libbing, that he would like to toss the script away, and say what he has to say in his own way, without resorting to print. Perhaps in the course of the campaign, we may find Willkie dispensing with script on many occasions.

At any rate, it will be a tremendous campaign with these two great Americans—and great speakers—competing for the attention and votes of their fellow countrymen. It's going to be a verbal battle of giants!



Christian Science Monitor

THORNBURGH-WILLKIE BUDDIES

CBS Vice-President and GOP Presidential Nominee Cronies From World War Days

RAY TUCKER, McClure Syndicate columnist, is authority for this story which Wendell L. Willkie verified while he was in Washington just after his nomination by the Republicans.

Mr. Thornburgh

As Tucker relates it, three Indiana boys were serving in the Army together during the early stages of World War I at the School for Specialized Arms, both at Harvard and Fort Sill. One was Willkie, the second was Frank Hall, now an editor of the National Catholic News Service in Washington—and the third was radio's own Donald Wayne Thornburgh, a native of Indianapolis, now CBS vice-president for the Pacific Coast.

It was natural that they should pal around together and, although heading for the battlefield, some of their barrack room talk turned to speculation on their post-war careers. All of them planned to return to an Indiana city of 50,000 to 100,000 and, with the spirit of youth, they wanted nothing but to take it over in a big way. So they agreed:

Willkie was to run first for Mayor, and then for Congress. Hall was to become owner of the local newspaper, which was to be Willkie's backer. Thornburgh, then in his early twenties, was to go into industry and become the city's leading civic figure.

By controlling the political machine, the newspaper medium (radio was then undreamed of) and industrial interests, and by joining Rotary, Lions, Kiwanis and all that, they intended to run their city. Nothing sinister about it, of course; with their youthful zeal, they knew they would make it a model community.

How their dreams turned out is well-known. They are still fast friends.

Buying WDLP Control

CONTROL of WDLP, Panama City, Fla., will be acquired by the John H. Perry newspaper interests if the FCC authorizes a stock transfer for which application was made Aug. 5. Bay County Publishers Inc., publishing the *Panama City News-Herald*, seeks to acquire the 18% stock interest of W. J. Cook, local auto dealer for $3,600. The newspaper firm already owns 48½% of the stock, having recently bought out the holdings of E. D. DeWitt, retired newspaper broker. Philip A. Roll, an attorney, will retain his one-third interest in the station, which recently began operation.

TO SYMBOLIZE the "spirit of radio", a model depicting the world reaching for radio was presented to the NAB at its closing session in San Francisco Aug. 7 by WMAZ, Macon. The figure, developed by a Macon sculptor, was presented in behalf of E. K. Cargill, president of WMAZ, by Wilton E. Cobb, of the station's staff.

Ladies and Gentlemen, the President...

It Sounds Easy, but Radio Pickups Require Elaborate Preparation

By LEWIE V. GILPIN

BROADCASTING technique in covering Presidential doings has established itself as a unique function in both radio and journalism.

The matter-of-fact handling and reception of a fireside chat or a Chicago "quarantine" speech is a far cry from KDKA's 1920 broadcasts of Harding-Cox election returns. By this time, through its constant application in the radio-wise Roosevelt Administration, the technique has become so much a regular part of radio that its steps can be visualized even by a layman.

However, the layman has come to take radio's on-the-spot coverage so much for granted that he might come to believe microphones just grow where the President appears. He likely does not try to fathom the endless preparation by national networks to present maybe a dozen hours of Presidential broadcasting a year.

Everything Clicks

For there must be endless preparation and constant readiness, although arrangements for an individual broadcast are made simply enough. The technique has been worked out to a point where, starting absolutely from scratch, the President probably could be on the air in something less than 10 minutes if the occasion demanded.

The ball starts rolling for a Presidential broadcast when Steve Early, White House press-radio secretary, indicates to network officials in Washington that the President is planning a radio message. He merely states the date and estimates the time it will consume. No specific hour is requested. This is left up to the networks to determine among themselves—to find an hour that will interfere as little as possible with commercial schedules and still yield a full audience. Once the time is agreed upon, the White House and affiliates of each network are notified immediately.

Gadgets Galore

The job of handling Presidential broadcasts, both at the White House and on the road, is specialized. The present Presidential announcers and engineers—Carleton Smith and Albert E. Johnson, NBC; John Charles Daly and Clyde Hunt, CBS; Walter Compton, Richard L. Jevons and William Cornell, MBS—all have been on their job a long time. During each fireside chat these crews are at their stations in the Oval Room of the White House. Whenever the President takes a trip of any consequence, whether to Hyde Park or Warm Springs or the Pacific Coast, the announcer-engineer teams of CBS and NBC go along on the Presidential Special.

Duplicate equipment is used by each network on all Presidential broadcasts. Each has two microphones on the desk and two sets of pickup equipment, plugged into wire connections with the master controls of the Washington affiliates —WRC-WMAL, WOL, WJSV. So far this protection against equipment failure has been called into action only once—last December, when a tube in NBC equipment burned out just before President Roosevelt went on the air during ceremonies at the lighting of the national Christmas tree in Washington. Control operators at WRC-WMAL caught the sound break and switched in the emergency line in a few seconds.

The Oval Room is a beehive on fireside chat night. In addition to plush-curtained cubicles for each of the announcers and stacks of pickup equipment, the room is cluttered with paraphernalia of a dozen or more newsreel cameramen—cameras, sound devices, lights and cables. Each of the booths has a one-foot window through which announcers can watch their engineers. The networks agree, before the broadcast, how much time will be taken for the preliminary announcement—generally worked out so carefully that all three finish simultaneously in their separate booths.

Usually about 10 minutes before the broadcast, an attendant announces: "The President". All work stops and every one rises. After President Roosevelt has taken his seat at the desk, last-minute preparations resume. As broadcast time approaches, the announcers go to their booths. No hand signal is given the President. He hears the mumble of their "presentations", and when the sounds cease, he begins, "My friends . . ."

An Engineer's Delight

Much has been said of President Roosevelt as a radio personality. The people who work directly with him on his broadcasts pay him tribute beyond just saying he sounds good. They point first of all to his cooperation with the radio boys in the technical job of putting his voice on the air, paying attention to microphone angles and such. He is an engineer's delight as a radio voice — the modulation and pitch of his voice is such that there is virtually no need to touch the controls to remedy peaks and valleys. Then too, they point out, his sense of timing is reliable, with his speeches generally ending "on the nose", except when he inserts an ad lib paragraph or two.

White House broadcasts now operate under a well-established routine. Covering Presidential tours, particularly the long ones, is another matter. Radio men aboard a Presidential Special, although they may handle only one broadcast a day or less, have their hands full most of the time. Pity the poor engineer who has to shepherd 750 pounds of equipment, literally sleeping with it in his compartment. All this results from the rule followed by NBC and CBS that network broadcasts of the President are to be handled by network representatives rather than local stations.

Ordinarily as the Presidential Special highballs from point to point across the country, the President appears for frequent platform speeches. Although these are not handled by the networks, which had worked out a complete schedule of their pickups long before the trip started, they may be picked up by local stations. At these times the network representatives generally either volunteer or are called upon to aid local announcers in identifying members of the party and may even make guest appearances at an affiliate's microphone.

During a cross-country jaunt, the President may deliver several addresses to be carried by the networks. Elaborate preliminary preparations are made in advance at each speech-stop. But with all this, it is still up to the traveling network crew to unload several hundred pounds of equipment the moment the train stops, hightail it to the auditorium or stadium and have everything working by the time the President arrives. There have been times when engineers have disembarked in a suburb and then raced by car or truck to the origination point, rather than fighting through crowds and traffic at the station. Motorcycle escorts are fine, but if they're not available, it's nonetheless imperative that the crew get on the spot on time.

Motorcycle escorts, say the boys, are not always so efficient. On a

(Continued on page 64)

WITH serious mien President Roosevelt faces a battery of network microphones as he broadcasts to the nation. Whether the President voices a fireside chat or a birthday greeting, six microphones (three shown here) range before him on the desk—two for each of the national networks—which with duplicate pickup equipment guard against the possibility of a technical failure in White House broadcasts.

Must Buy Time

FIRST sponsored programs ever to emanate from the White House will probably be the political campaign speeches of President Roosevelt, who has indicated his intention of staying in Washington during most of the campaign rather than taking to the road. After the acceptance speeches in mid-August of both candidates, tradition — accepted by all parties — calls for all campaign speeches on a sponsored basis. Mr. Roosevelt as President thus becomes distinct from Mr. Roosevelt as candidate, whether he speaks from his accustomed White House desk or from any other point, and all his speeches that are political in nature must be paid for by the Democratic National Committee.

VIRTUALLY every American is familiar with the voices of this trio—the Presidential announcers of the three national networks. Chances are they're talking about fishing or Washington's summer heat, but ordinarily when they get together their thoughts are of greater moment as they prepare to present the President to his vast radio audience—John Charles Daly, CBS; Carleton Smith, NBC; Walter Compton, MBS.

Standards Group Plots Course for Television Setup

Fly, Jett Offer Cooperation of FCC in Industry Study

IN ACCORDANCE with the FCC dictum that the television industry must agree on basic standards for picture transmission and reception before any commercialization of the art will be permitted, the National Television Systems Committee on July 31 held its organization meeting at the Roosevelt Hotel in New York to appoint subcommittees which will immediately begin studying the various individual phases of the complete problem of standards.

While no time limit was set for completion of the task, the committee's chairman, Dr. W. R. G. Baker, manager of the General Electric radio and television department, charged the group that "time is a very essential factor".

"It is this balance between time and the merit of the system which will rest on the standards you formulate that offers a real challenge to the committee", he said.

Fly's Promises

FCC Chairman James Lawrence Fly, chief speaker of the session, assured the committee of the wholehearted cooperation of the FCC, but told them the Commission could not now set any date for the commercial operation of television, as it is depending on the committee to do that job.

Recommending a program of study, consultation and joint research, Mr. Fly said, "I think we agree that standards heretofore suggested are not adequate. But I have no doubt that a satisfactory set of standards can and will be developed." The FCC is imposing no limitations on the scope of the study, he stated, adding that color television might be included, if the group thinks it desirable.

Explaining that the problem is a "double-barreled one", in which experimentation in actual television broadcasting is as important as laboratory research, Mr. Fly said he expects a number of video stations to start in the near future and that as far as the FCC is concerned "the more the merrier".

BIGWIGS participating in activities centering on the organization meeting of the National Television Systems Committee, held July 31 in New York, included these four—(l to r) E. K. Jett, FCC chief engineer; J. S. Knowlson, president, Radio Manufacturers Assn.; Chairman James Lawrence Fly, FCC; Dr. W. R. G. Baker, RMA engineering director.

"But there will be no squatting on the wavelengths, which are public domain," he continued. "We will not grant the applications of every Tom, Dick and Harry who wants to get in on the ground floor and just sit until the going is good. Whoever goes in must be ready to do a substantial job."

Any and all the data which the FCC has collected on television is at the disposal of the committee, members were told by E. K. Jett, FCC chief engineer, who complimented the group on its qualifications for making the studies necessary to formulation of standards and expressed the hope that when it makes its recommendations to the FCC, "they will truly represent the industry as a whole". He asked for recommendations by fall, or mid-winter at the latest.

In opening the meeting, J. S. Knowlson, president of Radio Manufacturers Assn., under whose auspices the NTSC was organized, asked the members to come together "not as representatives of warring commercial interests, but as scientists, to see that television is born clean and strong and sound of limb".

In addition to Dr. Baker, the NTSC members are: Adrian Murphy, CBS; Harry R. Lubcke, Don Lee Broadcasting System; Allen B. DuMont, Allen B. DuMont Laboratories; B. Ray Cummings, Farnsworth Television & Radio Corp.; E. F. W. Alexanderson, General Electric Co.; Daniel E. Harnett, Hazeltine Corp.; John V. L. Hogan; Albert I. Lodwick, Hughes Tool Co.; Dr. A. N. Goldsmith, Institute of Radio Engineers; David B. Smith, Philco Corp.; E. W. Engstrom, RCA; Frederic C. Young, Stromberg-Carlson Telephone Mfg. Co.; John R. Howland, Zenith Radio Corp., and a representative, as yet unnamed, of Bell Laboratories.

Subcommittees and their chairmen are: System Analysis, P. C. Goldmark, CBS; Subjective Aspects, A. N. Goldsmith, IRE; Television Spectra, J. E. Brown, Bell Laboratories; Transmitter Power, E. W. Engstrom, RCA; Transmitter Characteristics, P. T. Farnsworth; Transmitter - Receiver Coordination, I. J. Kaar, General Electric; Picture Resolution, D. E. Harnett, Hazeltine; Synchronization, T. T. Goldsmith, DuMont; Radiation Polarization, D. B. Smith, Philco.

Defense Report on Joint Nets

ALL SEVEN members of the National Defense Advisory Commission appeared Aug. 8 on a special half-hour program carried jointly by CBS, NBC and MBS, discussing the work and problems of their individual departments. The group were interviewed and questioned on defense accomplishments by a group of network commentators—Albert Warner, CBS, Earl Godwin and Baukhage, NBC, and Fulton Lewis jr., MBS. The seven commission members participating were Ralph Budd, in charge of transportation; Chester C. Davis, agriculture; Harriet Elliott, consumer protection; Leon Henderson, statistical studies of prices; Sidney Hillman, employment policies; William S. Knudsen, production; Edward R. Stettinius Jr., raw materials.

CHARTING the technical course of television for years to come, these 15 broadcasting and manufacturing representatives, members of the RMA-sponsored National Television Systems Committee, held an organization meeting July 31 in New York. In the bottom row (l to r) are John V. L. Hogan, representing consulting engineers; B. Ray Cummings, Farnsworth Television & Radio Corp.; Dr. A. N. Goldsmith, Institute of Radio Engineers; Chairman W. R. G. Baker, director of RMA engineering department; Harry R. Lubcke, Don Lee Broadcasting System; Albert I. Lodwick, Hughes Tool Co.; Dr. E. F. W. Alexanderson, General Electric Co. Standing (l to r) are John R. Howland, Zenith Radio Corp.; Adrian Murphy, CBS; E. W. Engstrom, RCA; Frederic C. Young, Stromberg-Carlson Telephone Mfg. Co.; Daniel E. Harnett, Hazeltine Corp.; A. A. Oswald, Bell Telephone Laboratories; David B. Smith, Philco Corp.; Allen B. DuMont, Allen B. DuMont Labs.

Television Grants Awarded by FCC

Two Paramount Subsidiaries Are Among New Grantees

TWO WHOLLY-OWNED subsidiaries of Paramount Pictures, which in turn has substantial stock interests in DuMont Laboratories, were among the additional grantees of construction permits for television stations announced Aug. 5 and 6 by the FCC.

They are Balaban & Katz Corp., Chicago, operator of movie houses, and The Television Productions Inc., Los Angeles, formed as a subsidiary. The former was assigned Channel No. 2 (60-66 mc.) in Chicago; the latter Channel No. 4 (78-84 mc.) in Hollywood. Both will use 1,000 watts for both aural and visual signals.

NBC obtained its full quota of three stations, limit allowable under the new rules, when the Commission assigned it Channel No. 2 in Washington and Channel No. 7 (102-108 mc.) in Philadelphia, both with 1,000 watts. NBC elected to erect the station in Philadelphia in lieu of the one originally projected for Chicago, and the grant was labelled tentative and experimental "as it appears that the Philadelphia station will make possible a more concentrated study of television systems by the entire RCA research organization." Previously NBC was assigned Channel No. 1 (50-56 mc.) in New York, where W2XBS has been shut down for reconstruction [BROADCASTING, Aug. 1].

In addition, the Commission modified the license of W9XZV, of Zenith Radio Corp., Chicago, permitting it to use Channel No. 1 (50-56 mc.) on an experimental basis with 1,000 watts.

W3XEP, operated by RCA Mfg. Co., Camden, N. J., and W3XE, of Philco Radio & Television Corp., Philadelphia, were authorized to utilize Channel No. 3 (66-72 mc.) for research and engineering experimentation.

On July 17 and 25 the Commission made its first regular television grants, authorizing stations to be erected by NBC in New York; CBS, New York; Don Lee, Los Angees and San Francisco; DuMont, New York and Washington; WCAU, Philadelphia; Purdue University, West Lafayette, Ind.; University of Iowa, Iowa City [BROADCASTING, Aug. 1].

Problems of Television Discussed at Convention

WITH approximately 40 NAB delegates present, an evening session on television was held Aug. 6, with Lynne C. Smeby, NAB director of engineering, presiding. The session was confined almost wholly to technical and semi-technical discussions by the two speakers—Ted Smith, RCA manager of television transmission sales, and Harry Lubcke, Don Lee director of television. A planned demonstration was not held because of the difficulty in setting up equipment.

Mr. Smith discussed "Apparatus Requirements for Television Stations". Slides depicted diagrams of television transmitters and photos of video equipment and studios in New York. Mr. Lubcke discussed "Television Operation and Telecast Pickups".

★

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And the air-cooled GL-8002-R puts out 1800 watts up to 120 MC.

GL-8002

GL-8002-R's radiator is milled from solid copper. Air passages are of uniform width for more efficient cooling. Total height, including radiator, is 5 3-8 inches; total diameter, 3 11-16 inches.

Characteristics—GL-8002 and GL-8002-R

Fil Volts.....16	Mutual Conductance .....
Fil Current.....39 amp	8850 mmhos
Direct Interelectrode Capacitances, Approx.:	Class C Telegraph Rating
Grid to plate..... 9 mmf	Plate Volts..... 3000
Grid to filament ...8 mmf	Plate Input, Watts....3000
Plate to filament..0.5 mmf	Plate Dissipation, Watts 1200
GL-8002—$180	**GL-8002-R—$250**

BUILT to speed the conquest of the ultra-highs, General Electric's latest are marvels of vacuum-tube design.

These tiny triodes lick many basic U-H-F design problems almost singlehanded! And they're top performers at lower frequencies as well.

Small in size, their leads are short. But, in addition—their three grid leads make possible separation of excitation and neutralizing circuits, lowering common inductance, and thereby *greatly reducing neutralizing difficulties.*

Use of center-tapped filaments permits paralleling of filament leads for low inductance r-f feed. Reduced ratings permit operation up to 200 mc air-cooled, 300 mc water-cooled.

Two GL-8002-R's are used in the final amplifiers of both the G-E 3-kw frequency-modulation transmitter and the G-E 1-kw television sound transmitter.

GL-8002 and GL-8002-R are "sister" tubes of the GL-880, GL-889, and GL-889-R—all developed and introduced by General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

161-11

When you think of

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50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Broadcasting's Day

(*Continued from page 19*)

NBC vice-president; Samuel R. Rosenbaum, WFIL, Philadelphia, and George W. Norton, WAVE, Louisville. Two score broadcasters watched the ceremonies from a reserved section on the Fair grounds.

W. W. Monahan, manager of the San Francisco Fair, was scheduled to speak in place of Mr. Dill, whose talk was cancelled July 31, but the networks did not carry it due to trouble on the Chicago-Washington-New York line. First trouble came at 8:25:35 and at 8:56 all three networks were cut off. Time was filled with organ music until 8:59 when the trouble was repaired and the end of Mr. Monahan's talk came through.

The program theme "I Am Radio", was interspersed throughout the one-hour seven-minute performance. Radio attainments were then recounted in a fast-moving recital in which many of radio's best known announcers and commentators participated without being identified as such. Then came, in rapid succession, the voices of some of radio's top-flight performers, each in turn congratulating radio. These included Orson Welles, Morton Downey, Hedda Hopper, Gene Autry, Kay Kyser, Col. Stoopnagle, Virginia Rae, Ted Husing, Craig Earle, James Melton, Gertrude Berg, Maj. Bowes, Dorothy Gordon, H. V. Kaltenborn, Lucille Manners, Ray Perkins, Graham McNamee, Jessica Dragonette, Clifton Fadiman, Tommy Riggs, Kate Smith, Paul Whiteman, and the Lone Ranger.

There followed the tributes to American radio from the church. Speaking from New York were Dr. Walter W. Van Kirk, executive secretary of the Federal Council of the Churches of Christ in America; Rev. Father Bryan McEntegart, speaking for Archbishop Spellman of New York, and Rabbi Jonah B. Wise.

Applauding radio in the name of 43.000,000 American Protestants Mr. Van Kirk said that American radio has been used to draw Catholic, Jew and Protestant "closer together and not to separate us". Father McEntegart praised the religious section of the NAB code and expressed thanks for "a free system of radio in this country which has been quick to recognize its obligations, which has been tolerant of those who have abused its precious gift, yet considerate of the varied religious groupings of 130.000,000 Americans * * *". Rabbi Wise observed he could not think of any other device which reaches so many people yet contrives to serve all groups without stirring up anamosity. This, he said, was a tribute not only to "our American sense of sportsmanship but also to the American system of broadcasting".

Child Programs Praised

Unstinting praise for the NAB code and what it has wrought in improving children's programs and generally elevating standards come from Mrs. Harold Vincent Milligan, chairman on the Radio Council on Children's Programs, who said that Americans may well congratulate themselves "that our freedom and the freedom of our children have been so ably safeguarded by the intelligent and farseeing code of the NAB." In this day of preparedness against the rule of force and aggression, she said one of the greatest weapons of American defense "is our free and unprejudiced medium of radio."

Radio, Mrs. Milligan added, is "serving—not enslaving—the American people, and the code of the NAB as an expresion of popular democratic will, has become as vital to free discussion in America as the Bill of Rights is to American liberties."

Following the address of Chairman Fly, AFL President William Green speaking from Washington, said:

"Free speech has been implemented by radio into one of the most powerful weapons at America's command for the preservation of democracy. Through the medium of the radio the American people have learned of the treachery that underlies Communism, Nazism and Fascism. They know now beyond question that these systems enslave those who come under their power. Organized labor stands or falls by democracy. Like any other free movement, it cannot exist under dictatorship. The millions of working men and women, who have gained economic and social security, through organization into trade unions therefore owe a great debt to the radio for strengthening America's determination to resist at any cost the enemies of democracy."

Quincy Howe, of the American Civil Liberties Union, praised the action of the NAB in the code provision not to sell time for the dis-

GUESTS OF WAAT, Jersey City, were nine beauties from each of New Jersey's counties during New Jersey Day at the New York World's Fair. They were wined and dined with Gov. and Mr. Moore, then pretty Bonnie McCarron, of Jersey City, was picked as "Miss New Jersey Network". She is here shown being interviewed by Paul Brenner, the program being keyed by WAAT to the hookup including WCAP, Asbury Park; WBRB, Red Bank; WCAM, Camden.

cussion of controversial issues, but rather to give it away. Under it he said Americans are "still free to speak their minds," and that "this is the blood of democracy".

BMI Exploited

Dr. John W. Studebaker, U. S. Commissioner of Education, speaking from Wilmington, Del., described education by radio today as a "going concern". He said it has made the American people better informed about their Government and the problems their Government faces than they have been at any time in all history. Education shares with American Freedom of Radio another goal—"Freedom to Learn", Dr. Studebaker declared. "Through our American way, radio extends the freedom to learn to every man, woman and child with ears to learn," he said.

A preview of a musical number produced by Broadcast Music Inc., was given the gigantic "Broadcasting's Day" audience from San Francisco, when "High on a Windy Hill" was performed for the first time. Throughout the musical program, ASCAP compositions were avoided, save for one or two instances.

Dr. John S. Young, director of radio and television for the New York Fair, and R. C. Coleson, director of radio for the San Francisco Exposition were masters of ceremonies. William S. Rainey, former NBC production chief, produced and directed the broadcast. Ed Kirby, NAB public relations director was responsible for development of the observance.

THE SHOW WENT ON
But Union Troubles Harassed Broadcasting's Day

DESPITE eleventh-hour complications occasioned in part by demands of union musicians, observance of "Broadcasting's Day" at both the New York and San Francisco fairs took place Aug. 3 with drastic changes not discernible to the listening audience.

The San Francisco local, despite a previous clearance from James C. Petrillo, AFM president, refused to permit the San Francisco Symphony to participate unless a 50-piece standby orchestra was employed. As a consequence, the San Francisco Exposition staff orchestra, led by Jack Joy, was ushered into service on short notice.

Because of difficulties over an orchestra for John Charles Thomas and lack of time for rehearsal (plus certain union demands for compensation) rendition of a new tone poem, "A More Perfect Union", also was eliminated from the program. The poem was written by Carl Haverlin, public relations director of Broadcast Music Inc.

The program itself, due to the necessity for hasty revision, ran seven minutes overtime.

FRANK BURKE, producer of CKLW, Windsor, is fostering the sale of Hitler "Lick 'im" penny stamps, in conjunction with various service clubs. The proceeds of the stamp sale go to various auxiliary units for war services, and listeners buying the stamps for placing on their stationery and back of envelopes are helping to "stamp out Nazism".

Grove Spot Shift

GROVE LABORATORIES, St. Louis, has appointed J. Walter Thompson Co., New York, to handle spot radio advertising for Bromo-Quinine, while Stack-Goble Adv. Agency, Chicago, continues in charge of the company's network advertising. Linnea Nelson, radio time buyer of J. Walter Thompson Co., is touring key cities on her way home from the NAB convention in San Francisco to survey time available on local stations for a national spot campaign for Bromo-Quinine.

Malt-O-Meal on 40

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), on approximately Sept. 28 will start a schedule of 10-weekly 50-word chain break announcements on 40 stations in Pennsylvania, Ohio, Indiana, Michigan, Kentucky, Illinois, Wisconsin, Minnesota, Iowa, Missouri, Kansas, Oklahoma, Texas, Arkansas, Louisiana, California, Oregon and Washington. Contracts will be for 23 weeks. H. W. Kastor & Sons, Chicago, handles the account.

Perko Tests on Two

ARMOUR & Co., Chicago, is currently running a test campaign of thrice-weekly quarter-hour man-on-the-street programs on behalf of its flake soap, Perko. *Mrs. Toledo Perks Up* is being heard on WSPD, Toledo; *Bring Home the Groceries* is on WSBT, South Bend, Ind. Additional stations will be added in the fall. Lord & Thomas, Chicago, handles the account.

General Mills Ascribes Success to Advertising Directed at Consumer

GENERAL MILLS, Minneapolis, one of radio's biggest advertisers, and its subsidiaries recently reported consolidated net profits for the fiscal year ended May 31 of $5,639,274, equal, after dividend requirements on the preferred stock, to $6.61 a common share. This compares with a net profit of $6,451,226, or $7.69 a share for the preceding fiscal year, according to the report issued July 31 by James F. Bell, chairman of the board.

General Mills, which in 1939 spent more than $2,400,000 for network time in addition to sponsoring baseball, football and other spot advertising, is currently sponsoring *Jack Armstrong* for Wheaties, *Beat the Band* for Corn Kix, and *Hymns of All Churches* for Gold Medal Kitchen Tested Flour on NBC, and *Beyond These Valleys* for Gold Medal flour and *By Kathleen Norris* for Wheaties on CBS. It is also promoting its products by sponsoring, either alone or in cooperation with other advertisers, play-by-play baseball in 50 cities.

Touching on the financial record, Mr. Bell said:

"The ready acceptance of the company's products has been advanced by the maintenance of its policy of aggressive advertising and promotion directed chiefly to the consumer."

OSCAR KRONENBERG, formerly with WARD, Brooklyn, heads Butler Broadcasting Corp., applicant for a new 250-watt station on 1420 kc. in Hamilton, O.

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50,000 WATTS
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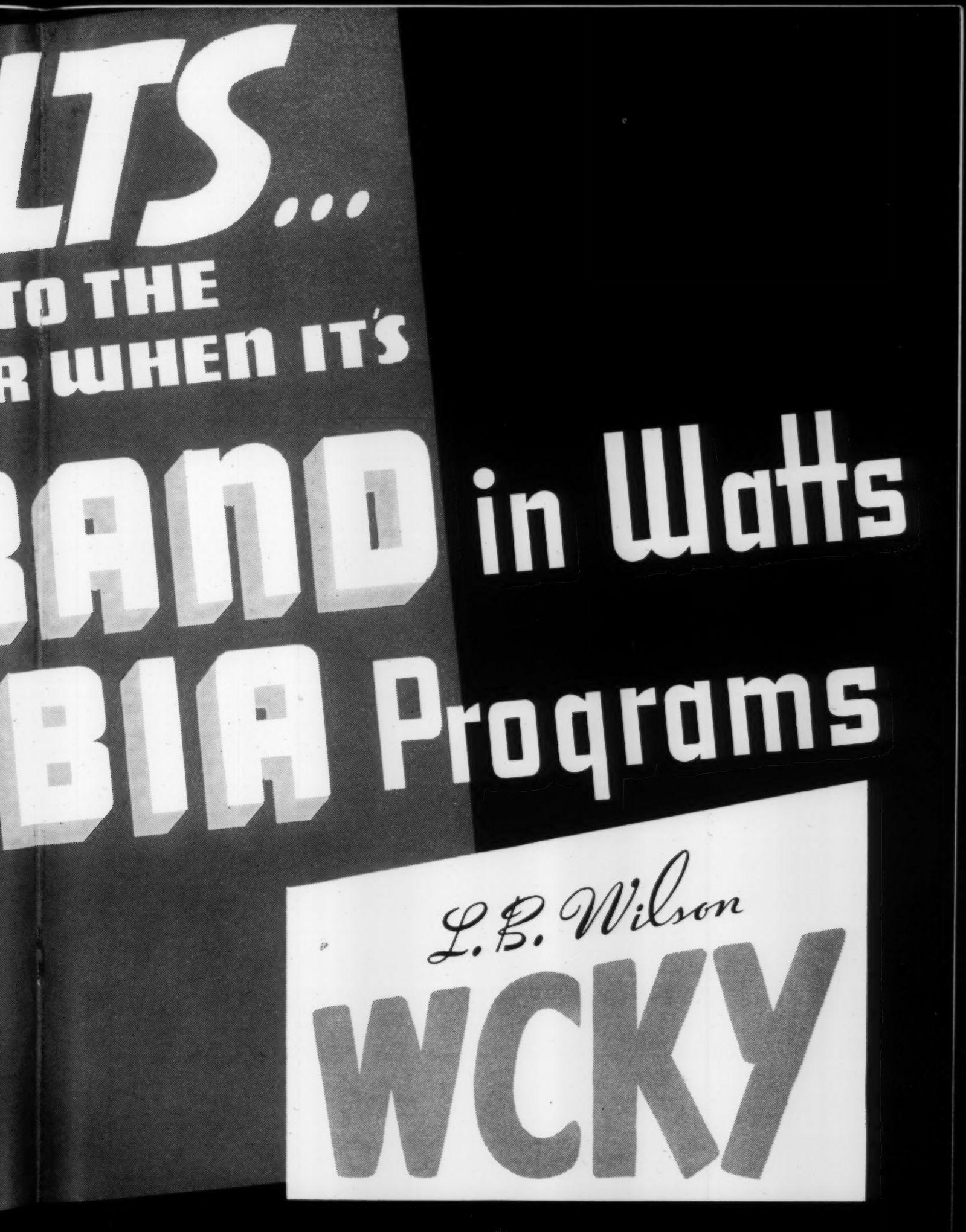
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Radio's Redemption

IT WAS LESS than three years ago that the broadcasting industry was in the wilderness. Dissension, back-biting and unrest were the order. The industry was the easy prey of any clique or group that thought it had something to sell. Politicians were making life miserable, and the outlook was black.

It was then that a small group of broadcasters, almost in despair, set out to reorganize the industry's trade association, and seek to have all broadcasters rally under the banner of a new trade group. Just two years ago, in pursuance of that plan, Neville Miller, the noted former flood mayor of Louisville, took over the NAB helm.

The answer to the wisdom of the action of that broad-visioned committee of broadcasters was amply demonstrated at the San Francisco convention of the NAB, for never before has the industry shown such force and unanimity in meeting its pressing problems.

Actually, there was only one big issue before the convention—copyright. All others melted as the convention plowed through an agenda without a single dissent. These are no times for quibbling, the delegates agreed. Pledges were made to give to our Government every ounce of support of which the industry is capable in its national defense planning. The self-regulation code, sorespot of a year ago, was endorsed with general enthusiasm.

After renewed assurances from responsible government spokesmen—Presidential Secretary Stephen T. Early and FCC Chairman James Lawrence Fly—that Radio by the American Plan is not threatened, the convention got down seriously to its prime problem, copyright.

Broadcast Music Inc., as the radio's own music supply source, was made a permanent organization. ASCAP's effort to split the industry, successful at its will during the last 17 years, was an abysmal failure. Its offer of a "measured service" method of payment, which the industry had sought for a dozen years, came too late to stem the BMI tide. ASCAP has its reward for its years of high-handed treatment of an industry responsible for the success of its composer and publisher members.

ASCAP now is committed to "measured service" by virtue of its eleventh-hour arrangement with Montana stations, devised through the good offices of Montana's Senator Wheeler. KGIR, Butte, will serve as the "per use" payment guinea pig, to test the feasibility of a plan whereby royalties will be paid on ASCAP music used, rather than on the percentage-of-station-income plan now in force, which is actually a privilege tax.

If the Montana experiment works, all stations *must* be given the same privilege (assuming they want it). The Montana arrangement carries a "most-favored-nation-clause". True competition in music will be introduced if this develops. That is all the radio users of copyrighted music want.

The whole tenor of the San Francisco convention was such that broadcasters themselves for the first time realized their industry had reached maturity and felt their own strength. Radio's "state of the nation" today is a proud testimonial to the wisdom of that little group of broadcasters who forced reorganization of their trade association two years ago and selected Mr. Miller as the industry spokesman.

'Fifth Column'

IN THESE DAYS of eager efforts to promote hemispheric solidarity in the face of the world danger, radio provides some of the more refreshing notes. Here the American broadcasters, free of Governmental restraints and in fact with the encouragement of Uncle Sam, are spending several million dollars to modernize and build up the power of their shortwave broadcasting stations with the avowed purpose of letting the world, and especially Latin America, hear the American brand of uncensored news and unfettered programs.

That they have any great chance of recapturing their investments by way of sponsored shortwave programs, now permissible, is too much to hope. This is in the dim distant future, perhaps not worth the gamble. But they are willing to "do the job" out of patriotic motives, if nothing else.

Thus, also, the CBS *American School of the Air*, one of the most important of the network educational features aimed at the classroom, will concentrate on hemispheric subjects, as reported in our Aug. 1 issue. Thus, too, NBC has just finished contributing enormously to Latin American goodwill as a result of the South American tour concluded last month by Arturo Toscanini and the 100 musicians of his NBC Orchestra, a tour undertaken with the approval not only of our Government but those of the countries visited. Throughout South America they played before wildly enthusiastic audiences, arousing what press reports described as "tremendous good feeling" toward the neighbor to the North who sent them down.

Indeed, the American Ambassador to the Argentine, Mr. Armour, called Toscanini's orchestra "the United States' fifth column". The executives who arranged the tour may well be congratulated not merely on its triumphal reception but on the great goodwill it has engendered where goodwill is wanted and needed most.

Salute to Radio

A NEW NATIONAL consciousness of radio was born Aug. 3, with the observance of Broadcasting's Day and the unveiling of plaques dedicated to a Free Radio. That the idea clicked, is evident not only from the reactions to the affair itself but from the fact that one Congressman has already introduced a resolution proposing National Radio Day as an annual event.

The one-hour program over combined networks and independent stations, featuring as it did the biggest names in public life as well as in the entertainment world, may not be remembered as the greatest of radio's extravaganzas or even as an outstanding production. Perhaps there were too many headliners; perhaps it was over-dramatized. The point, however, is that never before have so many prominent figures, representing every aspect of the American scene, participated in a tribute of such magnitude to any single industry.

President Roosevelt himself took cognizance of the importance of the occasion by sending White House Secretary Stephen T. Early to unveil one of the plaques at San Francisco. He and all of the participating leaders of Government, religion, labor, education, social welfare and industry pledged their support to a free American radio. They are *on the record* in perhaps the most remarkable testimonial to an industry ever given.

Broadcasting's Day or something like it should be observed annually, and radio has both the friends and facilities to put it over. Perhaps the original idea of two years ago, whereby radio renders an "annual report" to the public, might be readapted. When acclaim of such a character, from public and private sources alike, is unstintedly bestowed on radio, there can be no doubt that it has finally achieved a stature worthy of an annual accounting to its vast constituency.

One Big Hookup

THERE WAS A TIME when the very idea of hooking up the national networks into one big chain for a single program, except perhaps for a presidential fireside chat, was abhorrent to the network executives. It just wasn't done. Like many another synthetic bugaboo, this one has been dispelled with the growth of radio. Not only do the networks cooperate happily on big events of transcendent public interest, at the same time keeping their individual identities, but when the occasion arises they can work together for the national benefit. We refer in particularly to the well conceived and excellently done roundtable discussion over the four combined networks the other day in which all members of the Defense Advisory Commission were interviewed for a half-hour by Baukhage and Godwin (NBC), Warner (CBS) and Lewis (MBS).

We Pay Our Respects To —

ROBERT EDWIN DUNVILLE

THE DAMON and Pythias team of Jim Shouse and Bob Dunville, who respectively direct the policy and sales destinies of WLW, comes forward with a glowing report on the fall and winter business outlook. In itself this is significant news, for the big Cincinnati station is one of radio's bellwether outlets. It takes on double significance in substantiating bullish reports from sponsors and key agencies, published in the Aug. 1 BROADCASTING.

Any idea that WLW would lose revenues by reason of its reduction from experimental 500 kw. power last year to regular 50 kw. power, was completely dispelled when Manager Shouse and Sales Manager Dunville buckled down to one of the most extensive and intensive sales and promotion campaigns in radio history. The first year of resumed 50 kw. operation actually surpassed the dollar volume of the preceding year. Now WLW reports a record-breaking summer, 24.7% ahead of any preceding summer, and enough contracts already signed to insure the shattering of all previous autumn and winter billings. And that includes 40% of new business, accounts that never before used WLW.

Behind this remarkable record is the selling genius of Robert Edwin Dunville, cherubic general sales manager of WLW and Mr. Shouse's right-hand man. Bob Dunville is one of those terrific workers who inspires confidence in his associates and imbues his staff with the same drive and enthusiasm he himself possesses. Vim and vigor have been his chief characteristics ever since he saw the light of day as son of a Mississippi barge line operator in St. Louis, Nov. 24, 1906.

A 1926 graduate of the University of Missouri's famed School of Journalism, Bob Dunville immediately went into sales work. First he became advertising manager for a big St. Louis automobile company. A few years later he joined the KMOX sales staff under Mr. Shouse, then manager of the CBS station in St. Louis. It was there they formed the fast friendship that has worked so well both personally and in a business way, and ever since they have been inseparable. Mr. Shouse had not taken over the general managership of WLW for more than two weeks before he called Dunville to join him.

They share the same love for boating; they drive to work in the same car; they have adjoining offices, with their secretaries seated side by side. They think alike on promotion and merchandising, yet the story goes that Dunville never mentions to Shouse, nor to anyone else, a contract he expects to get. When the big fish is landed, he reports.

The WLW duo believes that WLW's continuing success in business building has been due largely to its merchandising and promotion methods, and they claim their efforts have brought to radio many a new sponsor. "Merchandising and promotion," says Dunville, "are the only methods to follow through after the sale has been made. That is why the merchandising and sales promotion departments are under my direction at WLW. We have the most elaborate merchandising organization in the broadcasting industry, and yet our sales force is never instructed to sell time on the basis of merchandising alone, but rather strictly on the basis of facilities backed by the most extensive factual information obtainable."

Bob Dunville's ability to win and hold clients is attested by the reaction of a St. Louis merchant who, learning he was to leave KMOX for Cincinnati, wanted to open a branch in the latter city. While with KMOX he had the gratifying experience of having two competitive accounts open their books to him and give him a free hand in supervising both their advertising campaigns. On several occasions, he put shows on the air without the sponsors' knowledge, with never an objection! He knew how to do a job for them.

WLW's dynamic young sales manager was on the Missouri U swimming team when he met Edna Booter, now Mrs. Dunville. They participated in various conference meets together. They live in the Cincinnati suburb of Silverton with their three-year-old daughter, Roberta Edna, and three-month-old son, Robert Edwin Jr. His hobbies are swimming, boating and fishing. His clubs are the Hamilton Country Club, Cuvier Press Club and Variety Club.

Personal NOTES

MAJ. JOHN HOLMAN, U. S. Signal Corps reserve and general manager of KDKA, Pittsburgh, left the first week in August to attend Army maneuvers at Ogdensburg, N. Y. He will be attached to the public relations division on the staff of Lt. Gen. Hugh A. Drum, commanding general of the First Army, and will be stationed at maneuver headquarters at Ogdensburg.

HOWARD J. PERRY, former commercial manager of WTAG, Worcester Mass., who in March became manager of WCAX, Burlington, Vt., has assumed the additional duties of business manager of the *Burlington Daily News*, operator of WCAX.

LEO DOWNS, senior salesman of WIS, Columbia, S. C., has entered his candidacy as coroner of Richland County in the Democratic primaries to be held Aug. 27.

WILLIAM F. CARLEY, until recently with J. Walter Thompson Co. and formerly promotion head of NBC's M&O station department, has been named promotion and publicity director of WBT, Charlotte, N. C., according to an announcement by Manager A. E. Joscelyn. William Winter, formerly publicity director, has been named news editor of the station.

L. B. WILSON, president and general manager of WCKY, Cincinnati, and Bev Dean, promotion manager of the station, have been commissioned admirals in the Cherry River Navy of West Virginia. The Cherry River is 100 feet across at its widest point, and the navy itself is unique in that it consists exclusively of admirals and yeomanettes.

TOM HARKER, formerly with Edward Petry & Co., New York, Curtis Publishing Co., New York, and General Tire & Rubber Co., Akron, on August 5 joined the MBS New York sales staff.

LOU KEPLINGER, formerly general manager of KARM, Fresno, Cal., has been named manager of KSAN, San Francisco.

WARD INGRIM, commercial manager of KFRC, San Francisro, and Fred Crawshaw, account executive, recently returned from a 17-day flying trip in Crawshaw's plane.

CHESTER L. BLOMSNESS, formerly of KYA, San Francisco, has joined the sales staff of KE-KGW, Portland, Ore.

WILLIAM WEDDELL, salesman of NBC-Chicago, was the victim of a golfing accident on July 27 when a ball struck him below the eye, causing a gash that required seven stitches.

DR. FRANK N. STANTON, CBS New York director of market research, was guest of honor and principal speaker at a luncheon meetng held in San Francisco on Aug. 7, during the NAB convention, which was attended by more than 100 national advertisers and agency executives. His topic was "Radio Today."

EARLE J. GLUCK, president and general manager of WSOC, Charlotte, has been called into active service as lieutenant commander, U. S. Naval Reserves, to handle enlistments in the Charlotte area and for further duty in the Charleston Navy Yard.

KENNETH KEEGAN, former advertising director of the old *Akron Times-Press*, has been named commercial manager of WAKR, Akron, soon to go on the air under the managership of Mendel Jones [BROADCASTING, Aug. 1].

A. D. WILLARD, Jr., manager of WJSV, Washington, for the second time has won the annual golfing trophy awarded by the *Alexandria* (Va.) *Gazette*.

GARY MARABLE, formerly with the *Nashville Times*, has joined the sales staff of WSIX, Nashville.

MRS. LAURA HOBSON, formerly director of promotion of *Time*, has been appointed to the newly-created post of "copy chief" of the CBS sales promotion department, according to an announcement by Victor M. Rotner, director of sales promotion.

ALFRED J. McCOSKER, president of WOR, Newark, and chairman of the board of MBS, began a three-week vacation Aug. 12 during which he will visit Rudy Vallee at his lodge on Lake Kezar, Me. and motor through Eastern Canada with his family.

JOHN COOPER, for six months news editor of WBZ-WBZA, Boston-Springfield, has been named director of publicity, news and special events of KDKA, Pittsburgh. He joined the WBZ staff last February, coming from the *Boston Transcript*.

S. W. TOWNSEND, general manager of WKST, New Castle, a lieutenant-commander in the Naval Reserve, has been on active duty at Great Lakes, Ill. His own unit, which headquarters at the Akron airport, operates NID, naval station.

MIKE WINTERMAN, new to radio, has joined KFPY, Spokane, as account executive.

JAMES ANDERSON, formerly of the *Chicago Tribune* advertising department, has joined the WGN, Chicago, sales staff.

TELEFORD TAYLOR, general counsel of the FCC, and Mrs. Taylor are the parents of a daughter, Joan Penderell, born Aug. 4. She is their first child.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, and Fox Case, CBS western division director of public relations, Hollywood, have been appointed to the California State Committee on Defense.

ROBERT D. BORLAND, since 1937 chief accountant of United Broadcasting Co., operating WHK-WCLE, Cleveland, and WHKC, Columbus, has been named assistant to H. K. Carpenter, as general manager of the Cleveland stations. It is a newly-created post, which he assumes at once.

KENNETH W. GEMMILL, formerly with the law firm of Mitchell, Taylor, Capron & Marsh, New York, has joined the RCA legal department.

GRAVES TAYLOR, head of Graves Taylor & Associates, Cleveland public relations firm, is the father of a baby, Leslie Jean, born late in July.

PAUL W. MORENCY, general manager of WTIC, Hartford, sailed for Hawaii Aug. 9 for a brief vacation following the NAB convention.

FRED BUGG will resign as manager of WTSP, St. St. Petersburg, effective Sept. 1, to undertake the construction of another station in Florida. No successor has been appointed yet.

JOHN CAMERON SWAYZE, well known in Kansas City newspaper and radio circles, on Aug. 25 is to join the news department of KMBC, Kansas City, according to an announcement by Karl Koerper, managing director of the station.

BEHIND the MIKE

GEORGE McGOWAN, formerly of KOIN-KALE, Portland, Ore., has joined KFPY, Spokane, as announcer. Perry Hilleary, formerly of KELA, Centralia, Wash., and KLO, Ogden, Utah, has also been added to the station's announcing staff. Mel Sayre, former U of Wisconsin professor, has joined the KFPY special features department.

IRWIN NAITOVE, continuity writer of WMCA, New York, on Aug. 1 married Florence Harris. They honeymooned in Panama.

OWEN CRUMP, formerly KFWB, Hollywood, writer, and now on the staff of Warner Bros. Studios, wrote the screen play, "March On, Marines", produced by the latter firm. He is currently in Fort Knox, Ky., collecting background material for the film, "The Tanks Are Coming".

WILLIAM WEAVER, former sportscaster of KDLR, Devils Lake, N. D., will return to the station in the autumn to broadcast football. Bud Donahue again has been signed for basketball.

T. ELLSWORTH STEPP, of KOA, Denver, program department, is the father of a girl born July 26.

DEAN FALLS, for the last two years conductor of the *Laugh Clinic* on KWTO, Springfield, Mo., has joined the promotion department of Pu.' a Mills, St. Louis.

MARIDEL FRANCIS of the CBS Hollywood secretarial staff and Robert Commagere, purser on the liner *Siraola*, were married July 29 in New Orleans.

JUSTIN BRADSHAW, formerly of KGNO, Dodge City, Kan., has joined the announcing staff of KANS, Wichita.

ELTON RULE has been named public relations and sales promotion manager of KROY, Sacramento, Cal.

CLIFF JOHNSON, program director of KOIL, Omaha, is the father of a girl born Aug. 3. Hugh Van Alstine, KOIL salesman, and Lu Search, KOIL hostess, were married Aug. 3.

HERMAN WOUK and Arnold Auerbach, New York writers on the *Fred Allen Program* for five years, have been signed by M-G-M to work on an Arthur Freed production.

HENRY HICKMAN, assistant program director of WFBR, Baltimore, on Aug. 10 married Doris L. Busick, WFBR receptionist.

EDNA STORMS, well-known in Pacific Northwest radio, is now conducting the quarter-hour program, *This Women's World*, on KFPY, Spokane.

HOWARD SNYDER, Hollywood radio writer, is seriously ill in Cedars of Lebanon hospital, with a ruptured appendicitis.

FRANKLIN LONNY STARR joins the announcing staff at WPEN, Philadelphia, coming from WDEL, Wilmington, Del.

AL COLLINS, formerly of WLOG, Logan, W. Va., has joined WSAZ, Huntington, W. Va., succeeding Joe Herget, who resigned to join WRBW, Welch, W. Va. as program director.

ROBERT GUILBERT, formerly free-lance actor and writer, has joined the WBBM-CBS, Chicago, talent staff.

VIRGINIA WILTTEN has joined the continuity department of KOMA, Oklahoma City. She was formerly with Texas State Network.

KABC Executive Changes

HARDY C. HARVEY, for six years salesman of KFJZ, Fort Worth, and recently general manager of KBST, Big Springs, Tex., has been appointed general manager of KABC, San Antonio. He succeeds J. Bert Mitchell, who has joined the merchandising department of Texas State Network. KABC has also named Waymond Ramsey, former general manager of KOMA, Oklahoma City, as commercial manager. Hub Jackson, former program director of WJW, Akron, has been named KABC program director.

BERNARD J. JOHNSON, recently with WSOY, Decatur, Ill., and Park Simmons, formerly of WRUF, Gainesville, Fla., and WRVA, Richmond, have joined the announcing staff of WCKY, Cincinnati. Mr. Johnson has been teamed with Al Bland to handle the *Morn Patrol*.

BOB CRAWFORD, WTOC, Savannah, news editor, has been hospitalized for two weeks, and Fred Pfahler, program director, has recovered from an attack of flu.

VELDA KRISSLER has been added to the publicity staff of WIL, St. Louis.

PAUL BUCK, of the WIL, St. Louis, sales staff, married July 20 to Marion Zausch, has returned from his honeymoon.

JUDY GOSLIN, formerly of KARK, Little Rock, and KFPM, Fort Smith, Ark., has been engaged by KFRO, Longview, Tex., to handle its *Women's Hour*.

RICHARD CRAWFORD, formerly wth KFXM, San Bernardno, has joned the announcng staff of KFOX, Long Beach, Cal.

GENE EDWARDS, announcer of WDAS, Philadelphia, recently bought a farm and kennels and has gone into the dog breeding and boarding business as a side line.

JOE FRASETTO, musical director of WIP, Philadelpnia, took a month's leave of absence early in August to tour Atlantic seaboard resorts with his orchestra.

ROBERT T. ENGLES of WEAN, Providence, son of George Engles, NBC vice-president and managing director of Artists Service, is engaged to Helen Gill of Providence.

JAMES V. SIMS, of St. Louis, has joined the announcing staff of KROD, El Paso. He comes from KYUM, Yuma, Ariz.

FRANK PAPP, director of the NBC serial, *The Story of Bud Barton*, is confined to Passavant Hospital, Chicago, with a misplaced sacro-iliac joint.

HELEN DOOLEY of MBS-Chicago, on Aug. 10 was married to Victor Taylor in Evanston, Ill.

BOB DOYLE, graduate of Northwestern U where he was associated with the *Northwestern Reviewing Stand*, a MBS show, has joined the WGN, Chicago, publicity department.

MRS. TONY KOELKER, wife of the trade news editor of NBC-Chicago, is recovering at Passavant Hospital, Chicago, where she underwent an operation on Aug. 1. She is the former Ann Courtney of the NBC Central Division.

E. J. (Ned) BURMAN, formerly announcer at the RCA Exhibit at the Golden Gate International Expostiion, has succeeded A. P. Matthews as manager. Mr. Matthews resigned to join Meyberg Co., RCA Victor distributors in San Francisco.

Meet the LADIES

POLLY MARTIN

POLLY MARTIN, known to listeners of WHN, New York, as *Polly the Shopper*, is proof that you can change your name and retain your popularity. She was known as Polly Shedlove for six years on KSTP, St. Paul; kept the name when she moved to WHN two years ago. Last September she married Perry Martin, told her listeners of her new name—and fan mail jumped. Her news, gossip and interview broadcasts for women rank tops in metropolitan radio.

Radio's Elders

RADIO may be in its infancy but its station managers seem to be well into manhood. That's what CBS found out after pumping 92 of its 116 managers on the touchy subject. Replies came in with gay abandon and devil-may-care frankness and, after they are well-jumbled, show an average of 40. The baby of the gang is J. W. Woodruff, executive manager of WRBL, Columbus, Ga., who wrote: "I am 25 years young. In case there is a photo finish, the date is Sept. 29, 1914. The dean is 63-year-old Clarence Wheeler, vice-president of WHEC, Rochester, who tacked the word "Sorry" at the end of his reply.

JESSE H. BUFFUM, CBS regional farm director in New England, has been presented a membership in the International Adventurers Society of Boston, due to his work in first introducing mobile wireless in the United States, before the advent of radio.

WALLACE BEEBE, announcer of KIT, Yakima, Wash., on Aug. 1 went on active Army duty at Camp Ord, Cal., as a second lieutenant in the infantry reserves. Chuck Foster, of KWSC, Pullman, Wash., has succeeded him at KIT.

BOB BECKER has been named program director and George P. Dauman sales promotion director of WARD, Brooklyn.

GLORIA WORKMAN, recent graduate of Stanford, has been added to the production department of KFRC, San Francisco.

RAY SCHNEIDER, announcer, and John Kinsel, engineer of WWSW, Pittsburgh, are attending National Guard camp.

FULTON LEWIS jr., MBS Washington commentator who covered both national conventions and the Havana Conference, has been scheduled to make 26 personal speaking appearances next fall. His schedule includes Los Angeles, Enid, Okla., Detroit, Cleveland, Portland, Me., and Baltimore.

EUGENE KENT and Vere Kneeland have joined the continuity department of KEX-KGW, Portland, Ore.

JOHN HESS, 1938 graduate of Dartmouth, has joined the continuity department of WGN, Chicago, where he will write scripts for William A. Bacher productions.

FRED A. BIRD, formerly of WBTH, Williamson, W. Va., Paul H. Sedon, of KBTM, Jonesboro, Ark., and Bill Arrington have joined the anaouncing staff of WGTC, Greenville, N. C.

MILTON ATKINSON, assistant traffic manager of KGKO, Fort Worth, on July 30 married Gwen Brower.

BERT BARRY, announcer of KROY, Sacramento, Cal., is attending Columbia U radio school in New York during the summer. He plans to return to the station Sept. 1.

DOLPH JANES, formerly of KMED, Medford, Ore., and a senior at the U of Oregon, has joined the announcing staff of KORE, Eugene.

BOB ELLIS, formerly heard as a singer on WJSV, Washington, has joined the announcing staff of WFVA, Fredericksburg, Va.

ROD BORDER, of the sales promotion staff of KDAL, Duluth, recently married Jean Allison, of Kansas City.

BOB CARTER, WMCA announcer and sports commentator, on July 30 married Agnes Hermansen, former United Airlines stewardess.

KING HARMON, of the continuity department of KGVO, Missoula, Mont., has returned to work after a six-week illness.

HALE BYERS, news editor of WCCO, Minneapolis, late in July married Edna Alice Anderson.

MILDRED GREEN, Stanford U graduate formerly heard on KPO, San Francisco, has joined KLBM, LaGrande, Ore., as director of women's programs and member of the sales staff.

STAN VAINRIB, formerly in Chirago radio, has joined KLO, Ogden, Utah, as announcer-continuity writer.

JOHN BELL, formerly of WFMD, Frederick, Md., has joined the announcing staff of WFVA, Fredericksburg, Va. He succeeds Fred Boyle.

LOREN L. WATSON Jr., has joined the announcing staff of WIS, Columbia, S. C.

ED HERLIHY, NBC, announcer in New York, on July 29 became the father of a girl, Jean Graham.

PARKE SIMMONS, formerly of WRVA, Richmond, has joined the announcing staff of WCKY, Cincinnati.

RAY CLARK, formerly of WNAX, Yankton, S. D., has joined the announcing staff of WOW, Omaha, succeeding Gaylord Avery, resigned.

JOE PARKER, NBC Hollywood director, on July 28 married Betty Hill, movie actress and singer.

CHARLES VAN BERGEN has resigned from the photo desk of NBC's press division to join Pathe News, New York, where he will work on the news desk.

SHIRLEY BENSTOCK recently was named program director of KSAN, San Francisco. Charyl Kelly has joined the station as hostess.

LARRY THOMAS, announcer of WDAS, Philadelphia, eloped Aug. 6 to Alexandria, Va., with Frances Klian.

FCC PROBE OFFICE APPOINTING STAFF

DESIGNED to operate as a branch of the Law Department, the FCC's newly-created investigation unit was in process of organization early in August following the appointment of two non-legal investigators. They are Allen Sayler and Charles Clift, who, like their chief, David Lloyd, were formerly employed by the Senate Civil Liberties Committee. They will report to Mr. Lloyd, whose appointment as chief of the unit was announced last month [BROADCASTING, Aug. 1] and who holds the rating of special counsel.

Mr. Sayler is 31 and a 1931 graduate of the University of Chicago. His appointment is on a temporary non-civil service basis with a salary of $3,800. Mr. Clift is 30 and a Princeton graduate. His appointment, on the same basis, carries a salary of $3,200. Both until recently were investigators for the Civil Liberties Committee.

Temporarily assigned to the investigation unit is Leo Resnick, of Oklahoma, appointed as special counsel. Other assignments will be made by the Law Department as required.

To the list of recent appointments to its legal staff [BROADCASTING, Aug. 1] the FCC has added Samuel Miller, 27, a graduate of the University of Wisconsin and formerly connected with the lands division of the Department of Justice. The Commission is not expected to take up the appointment of a successor to George Porter, assistant general counsel, who resigned as of Aug. 1, until latter August or early September.

KOME Staff Additions

FOLLOWING the recent appointment of Jack Whitney, former manager of KADA, Ada, Okla., as manager of KOME, Tulsa, the following staff appointments were announced: Kenn Linn, formerly with WLW, WXYZ, KTUL, CBS and MBS, production manager; George Engleter, formerly with the Iowa Network and KCMC, salesman; Cecil Hubbard, formerly with KVOO, KTUL and KTOK, announcer; Ray Sollars, formerly with KTUL and WMBH, promotion and merchandising manager; James Neal, recent Northwestern U graduate, announcer; Marry Ellen Scherbatskoy, Vassar '33, traffic manager and secretary to Mr. Whitney.

At Bohemian Grove

RADIO MEN attending the annual Bohemian Grove Encampment of San Francisco's famed Bohemian Club, in latter July, in addition to Don E. Gilman, NBC vice-president, and Earle C. Anthony, operator of KFI-KECA, who are members, were Sydney Dixon, Pacific-Red Network sales manager; Walter Bunker, NBC production manager; Harrison Holliway, manager of KFI-KECA; Edgar Bergen and Charlie McCarthy; Paul Carson, NBC organist; Donald Dickson, baritone.

ARTHUR SIMON, general manager of WPEN, Philadelphia, and Mrs. Simon, had a narrow escape Aug. 4 when a canoe in which they were riding on Huntingdon Park Lake was rammed by a motor boat and cut in half.

TALBOT MUNDY, 61, author of the NBC serial, *Jack Armstrong, the All-American Boy*, and 36 novels, died suddenly Aug. 4 at his Anna Maria Island home near Bradenton, Fla.

Seebach on WOR Board

JULIUS F. SEEBACH Jr., WOR vice-president in charge of programs, has been elected to the WOR board of directors, it was announced Aug. 5 by Alfred J. McCosker, president. Mr. Seebach is one of radio's pioneer program directors and producers, having started with WOR 14 years ago as an announcer and having become night program manager. In 1928 he resigned to join CBS as program production manager, but returned to WOR in 1935 to manage all program operations.

Mr. Seebach

FRED DYSON, business manager of WMCA for the last 15 years, on July 26 died at his home in Valley Stream, L. I., after a long illness.

Herbert C. Gilleland

HERBERT C. GILLELAND, 32, radio executive, died at the University of Michigan Hospital July 29 from a kidney infection traced to an accidental blow suffered during his athletic career. At the time of his death he was assistant general manager of WTOL, Toledo. A graduate of Grand Rapids College, he entered radio as sales promotion manager of CKLW, Windsor-Detroit, when that station was American-owned. He later did the same work for WSGN, Birmingham.

Curtis C. Bradner

CURTIS C. BRADNER, 62, pioneer newscaster of WWJ, Detroit, died Aug. 7 in Detroit of a collapsed lung. Mr. Bradner, connected with the *Detroit News* since 1910, originated the first news broadcasts of WWJ, when the *News* founded that station in 1920, and had continued in that capacity until his death. A son and daughter survive.

Coverage of Conventions By WLW Cost $16,000

WLW, Cincinnati, which independently covered the recent Republican and Democratic national conventions with its own staff over its own leased wires, reports that it cost approximately $16,000 to do the job, including rebates to advertisers for cancelled programs and lines. Advertisers' refunds were $4,329 during the Democratic convention, $7,322 during the Republican. The rest was line costs, staff expenses etc. Many of the WLW programs were also fed to its sister station, WSAI. James D. Shouse, general manager, asserted WLW had no intention of competing with the networks, some of whose pickups it carried, but wanted to handle certain phases of the big events in its own way.

JIMMY WAKELY and his *Rough Riders* of WKY, Oklahoma City, western musical group, have been signed by Universal Pictures for a part in the film, "Pony Post".

Speaking of sweeping majorities . . .

Here's how CANADA'S RICHEST MARKET rates CFRB Toronto . . .

In 1600 PERSONAL INTERVIEWS, here's what was asked:

IF YOU WERE CONFINED TO ONLY ONE TORONTO STATION, WHICH ONE WOULD YOU CHOOSE?

the answers? . . .

53.44% — "CFRB"!
33.12% — "STATION X"
8.00% — "STATION Y"
5.44% — "STATION Z"

Without hesitation, 53.44% of the 1600 Ontario listeners recently interviewed, said in effect that CFRB, TORONTO, would be the one station they'd choose if cast away on a desert island! Just further proof that CFRB is the favourite station in Canada's richest market!

CFRB'S LISTENING AREA INCLUDES 12 CITIES 42 TOWNS AND 192,174 FARM HOMES!

and 36% of its purchasing power!

Now in its 13th year of continuous, unbiased service, CFRB carries the cream of the sponsored programs . . . is the only Columbia outlet in Ontario . . . directs a "sustaining" policy that gives its vast listenership WHAT IT WANTS!

CFRB COVERS A 2½ BILLION DOLLAR MARKET!

Tell Canadians the story of your product over this most popular station. CFRB is the masterkey to an immediate audience that represents 29% of the population of Canada

Before placing your advertising in Canada's wealthiest province, investigate the audience goodwill that has prompted thousands of shrewd advertisers to tell the story of their product over CFRB, TORONTO!

Advertising Representatives in U.S.A.:
JOSEPH HERSHEY McGILLVRA
New York Boston Chicago San Francisco
Los Angeles Atlanta

CFRB, TORONTO, THE MOST POPULAR STATION IN CANADA'S RICHEST MARKET!

If it's RESULTS you're after..

...let KOIL show you how it's done!

Over 200 big time advertisers have written us to say that "KOIL is tops!"

KOIL

OMAHA'S BASIC COLUMBIA STATION
DON SEARLE, GENERAL MANAGER
KATZ AGENCY, NAT'L REPRESENTATIVE

Merchandising & Promotion

Denim & Calico—Hough's Schedule—Farm Letters—News of the Trade—Attached to Letters

BOUND in a denim and calico cover, WSM, Nashville, has published a novel brochure promoting its *Grand Ole Opry* show, currently sponsored on NBC-Red by R. J. Reynolds Tobacco Co. (Prince Albert Smoking Tobacco). The brochure, "Blue Jeans and Calico Opry" briefly relates sponsors' successes with the feature, pictures stars and supporting talent of the program, recites the various awards won by the show, mentions its adaptation in a current Republic Picture, traces personal appearances of *Opry* stars, and concludes with a dollars-and-cents cost schedule for sponsorship.

* * *

Plug and Song

WFAA, Dallas, on Aug. 5 started plugging BMI music with a "Popular Song of Tomorrow" feature heard six days weekly on the *Early Bird* program. The staff orchestra and various talent units play and sing the same song in a different way every day for a week, with appropriate plugs for BMI and Dallas Music Co., selling BMI sheet music in Dallas. In return for the air plugs, the music store displays pictures of *Early Bird* talent in its windows, tying in a plug for the song of the week.

Tower Pix

IN AN effort to get unusual photographs of the antenna towers of its new 50 kw. transmitter plant, WBZ, Boston, is conducting an amateur "Trans-Foto" contest, sponsored in conjunction with the *Boston Evening American*, *Daily Record*, and *Sunday Advertiser*. The contest runs through Aug. 21, when the five best pictures submitted are to be selected by a board of photo experts. First prize is $100, with another $100 split up among other winners. Photo entries are limited to pictures of the towers themselves, not including the transmitter house, since it appears to be difficult to get unusual tower pictures.

* * *

Talent Stunt

THROUGH an arrangement with General Foods Corp., New York, WLW, Cincinnati, is presenting a twice-weekly quarter-hour program titled *Invitation to Listen*, which serves as a "gossip column" about the talent appearing on two General Foods programs, *Portia Faces Life*, heard five times weekly as a transcribed serial on 39 stations for Post Toasties, and *Good News of 1940*, presented on NBC-Red weekly for Maxwell House Coffee.

WLW carries both of these programs. Material for the new series is supplied by Benton & Bowles, New York, agency for General Foods, and consists of human interest items and thumbnail sketches of the leading stars presented by the company.

* * *

Mars Shift

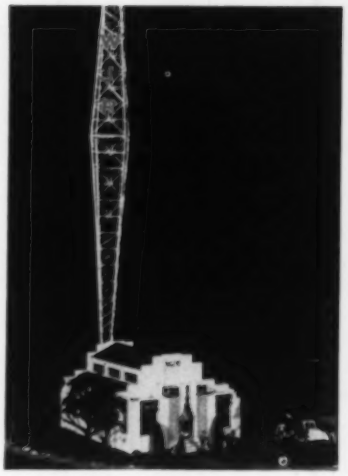
MARS Candy Co., Chicago, sponsors of *Dr. I. Q.*, heard Mondays, 8-8:30 p.m. on the NBC-Red network, has leased Madison Square Garden, New York, for the evening of Aug. 16 to present a prevue performance of the show to 20,000 dealers. More than 20 announcers will assist Lew Valentine, who portrays the title role. A Roxy chorus of 24 girls, Bennie Fields, Estelle Taylor and other acts have been hired as added features. The show will be aired for a half-hour over WJZ, 8:30-9 p.m. *Dr. I. Q.* enters the Palace Theatre, New York, for an indefinite run starting Aug. 19. Grant Adv. Agency, Chicago, handles the Mars account.

* * *

Texas Clock

AUTHOR of a new "Radio Schedule Clock" appearing morning and evening in the *Fort Worth Star-Telegram* is Harold V. Hough, general manager of WBAP-KGKO, Fort Worth. The new radio department, three columns by 13¼ inches, lists programs on an 18-hour basis of KGKO, WFAA and WRR, Dallas, KWFT, Wichita Falls; KFJZ, WBAP, Fort Worth.

NBC-RED has issued in folder form a reprint of its advertisement, which appeared in the June 15 BROADCASTING, explaining how the new WEAF transmitters utilizes the salt water in Long Island Sound for greater signal efficiency. Titled "WEAF's Waves take to the water", the folder has a hole in the cover revealing the X marking the site of the transmitter on an aerial map of Port Washington.



TRAVELERS passing through the Michigan Central station in Detroit are made WJR-conscious by this miniature reproduction of the transmitter and tower, installed in the waiting room. Every detail is carried out, even to trees and shrubbery. Across the street from the depot is an enormous WJR neon sign, a counterpart of the one which faces the Detroit Airport.

Beauty Scope

CLINICAL beauty advice to studio guests and an offer of a free "beautyscope" to listeners are the attractions of *Here's Looking at You*, twice-weekly quarter-hour program on WOR, Newark, with Pegeen Fitzgerald, WOR stylist-commentator, and Richard Willis, former makeup man for Warner Bros., giving helpful beauty hints to anonymous guests.

* * *

Southern Space

IN A MOVE to promote itself throughout its listening area, WLW, New Orleans, is buying space in the *Pensacola Journal-News*, *Lake Charles* (La.) *American Press* and *Baton Rouge State Times* and *Advocate*, and plans to use additional papers.

CAMERA FOR QUARTER

Flit Serial Offer Is Carried On 40 Stations

IN A JOINT merchandising project tying in commercials for Flit with the script of the *Meet Miss Julia* series, Stanco Inc., New York, is offering listeners a Univex Camera in return for 25c and a tag or sales slip from any size can of Flit. The offer, running from Aug. 1-15, is announced before and after the quarter-hour five weekly programs, and is featured in the script by "Miss Julia" telling what fine pictures she has taken of Paul and Ellen's baby with the camera.

According to McCann-Erickson, New York, handling the account, the offer is being made on 36 stations, as follows: WGST WBAL WAPI WNAC WLS WLW WIS WFAA KLZ WHO WJR WHP WTIC KPRC KMBC KFI WREC WIOD KSTP WSM WWL WOR WTAR WOW KOMA WMBD WCAE WPTF WHAM WGBI KWK KTUL; also on four stations, WGAR WCAU KSFO WJSV, which broadcast the *The Career of Alice Blair* serial for Flit.

Rural Tour

TO ANNOUNCE *The Farmer's Almanac*, new local feature of WOKO, Albany, Harold E. Smith, general manager, sent 15,000 letters to farmers in the WOKO area, explaining that the program was planned to help the farmer solve his problems and inviting criticism and suggestions. Program, broadcast 6-7 a.m. six days weekly under the sponsorship of United Baking Co., will also be merchandised through a good-will tour of the area's granges with a program of live talent and movies taken at the station.

* * *

Trade Talk

APPEARING regularly on the Friday night institutional quarter-hour, *Radio Center Weekly*, General Manager Merle H. Tucker chats about radio and KROD, El Paso, Tex. Sitting in his own office, Manager Tucker discusses radio and its relation to advertising, freedom of the air, the FCC and general phases of broadcasting. KROD programs, both network and local, also are covered, with mention of sponsors.

* * *

Arizona Hurrahs

ANNOUNCEMENTS, of a strictly chamber of commerce nature, are broadcast intermittently throughout the day on KTAR, Phoenix, boosting Arizona's natural wonders and vacation spots.

* * *

Retail News

WSB, Atlanta, has sent a 4-page pamphlet to local retailers and listeners, *WSB Retailers Radio News*.

WINDOWS of Broadway-Hollywood Department Store, Los Angeles, have been appropriately trimmed since the new CBS *Forecast* series took the air. The store ties in advance fall fashions with the program theme.

Bikes for Bottle Tops

A WEEKLY auction for a bicycle, payable in bottle tops, was started by Wynola Bottlers (Toronto) Ltd., on CFRB, Toronto, Aug. 7, as part of promotion in connection with its new *Quizz Club* show. Listeners are asked to make bids in bottle tops, by letter, for the bicycle. No bottle tops are to be sent in. Five letters of the number sent in are picked at random, and the highest bidder in this group is "sold" the bicycle and is called on to make his payment in bottle tops. As part of the entertainment of the half-hour show a "Blind Man's Bluff" game is played in front of a large studio audience. Program and account are handled by Dickson & Ford, Toronto.

Survey Stickers

WFIL, Philadelphia, is using a series of stickers, affixed to all letters mailed from the station, calling attention to the C. E. Hooper surveys of local network station audiences. There are seven in the series, each label in varying two colors, each based on results during a different hour of the day, and in mailing, the sticker is placed on the letter proper rather than on the envelope.

* * *

Keeping in Front

AN AUTHENTIC 8-ball is pinned to a promotion piece sent out by Iowa Broadcasting Co., over signature of Craig Lawrence.

BROCHURES

WABC, New York—"Buying Audiences and WABC" a folder describing local shows that sell as well as entertain.

NBC—Brochure describing NBC's International Division, with a front-cover world map, photographic illustrations, and quotes from foreign listeners.

WCOU, Lewiston, Me.—Market data brochure, with station statistics and personnel pictures.

NBC—Two-page folder announcing *It Looks From Here*, a new series of talks to America's women about domestic problems brewing from the war by Margaret Culkin Banning, Thursdays, 2-2:15 p.m. (EDST) on NBC-Blue.

WCCO, Minneapolis—Brochure, "On Going Native in the Northwest", reviewing WCCO programs of particular interest to Northwest listeners.

WJBC, Bloomington, Ill.—Miniature stand-up sales presentation.

WIP, Philadelphia—A pocket-sized booklet, "The Path of the Pioneer."

WCAU, Philadelphia — A 12-page study, "Coverage-Listeners".

WHBQ, Memphis—Four-page folder, "Candid Dates—A Straw Vote That Ain't Hay".

NBC—Folder describing 10 programs in *This Our America* series on Blue network.

KFBI, Wichita—Four-page folder of "Grandpa's flannels" and coverage map titled, *Speaking of Coverage*.

WSYR, Syracuse—Planographed booklet showing merchandising and promotion facilities provided by service department.

ADD $80,972,000* BUYING POWER

TO YOUR CBS LIST for only $50 PER HOUR

EVENING: LESS EARNED DISCOUNTS

KVOR COLORADO SPRINGS

CBS Station for Southern Colorado

THE OKLAHOMA PUBLISHING CO. * THE OKLAHOMAN AND TIMES
THE FARMER-STOCKMAN * WKY, OKLAHOMA CITY * KLZ, DENVER
(Affiliated Management) REPRESENTED BY THE KATZ AGENCY, INC.

1000 WATTS FULL TIME

• Eighty-one million dollars are being spent this year in Southern Colorado . . . spent by folks who tune first to KVOR, top-ranking station in the rich Pikes Peak region. For only $50 per evening hour, less earned discounts, you can claim your share of this appropriation for good living by adding KVOR to your CBS Mountain Group network. Cash in on the proven buying power of Southern Colorado* through the proven popularity of KVOR! Penetrate from within!

*Survey of Buying Power, April, 1940, Sales Management

Purely PROGRAMS

FOREIGN-BORN citizens of the United States are interviewed on *The American Way*, new quarter-hour patriotic program carried weekly on WROK, Rockford, Ill. Paul Wilson, circuit court clerk, interviews people who compare life and opportunities in their native countries with advantages of living in America. Gray Gordon's recording of "I Am an American" is theme music. The show is produced by John Dixon, WROK program director.

* * *

For Good Turns

HONORING humanitarians whose kind deeds have resulted in local or widespread good, a new CBS series, *A Friend in Deed*, each day dramatizes one good deed whose doer is awarded a specially designed CBS medal. Program, broadcast—3:45-4 p.m. Mondays through Fridays, features Richard Maxwell, tenor-philosopher, who invites his listeners to nominate friends in deed.

* * *

Midget Story Hour

ORIGINAL basic story ideas submitted for use on the *Midget Story Hour*, weekly drama on KROD, El Paso, produced by Larry A. Harris, local author, entitle the donors to a $20 award. Program is sponsored by a group of local merchants.

Art Lore

CONCURRENT with the showing by the New York World's Fair of its "Picture of the Week", WNYC, New York's municipal station, on Aug. 6 opened a new discussion series, *Masterpieces of Art*, with Dr. Bernard Myers of New York U as program director. Thirteen consecutive broadcasts will be held Tuesdays, 6-6:15 p.m. On the majority of programs, Dr. Myers plans to interview artists and experts on such topics as the effect of war on painters and dealers, X-ray study of old masterpieces and historic "art fakes".

* * *

Baseball Roundup

FOR SPORT FANS, MBS on Aug. 8 started a new series of weekly baseball broadcasts, *Pennant Contenders*. Programs will be broadcast nine consecutive Thursdays, 10:15-10:30 p. m. (EDST), ending Oct. 3, originating successively from the homes of each of the first-division clubs of the National and American leagues with interviews with managers, players, coaches and officials. The last previews the World Series.

Got a Job

THE longest job resulting from the *I Want a Job* program of KOB, Albuquerque, is explained by KOB in these words: "Charles Barrington, announcer, was married to Eloise Ward on Wednesday, July 24, at St. Charles Church. Mr. Barrington was the announcer on duty July 24, 1939, when Miss Ward appeared on the *I Want a Job* program . . . and decided that he would give her a job for life."

March of Might

THE STORY of dictatorship's march through Europe, told by diplomats, educators and writers whose native lands have fallen in the process, is the subject of a new series—started Aug. 6 on WEVD, New York. Titled *It Happened There*, the programs will feature such speakers as Jan Masaryk, former Czechoslovak envoy to London; Baron Stephen Ropp, Commissioner General of the Polish Pavilion at the New York World's Fair; Maurice Hindus, author; Dr. Robert Valeur, director of the French Information Service, and Y. A. Palaheimo, Commissioner General for Finland at the World's Fair.

* * *

Weekend Frolics

A WEEKLY series of Sunday afternoon remote control broadcasts from various recreational locations in Peoria, is being conducted by Program Director Gene Trace of WMBD and released over that station. Trace visits various places and gives word picture of scene, the broadcast being relayed back to main studio by shortwave. Over-all coverage of interesting Peoria points was given on July 26 when a chartered plane carried announcer and pack transmitter 10,000 feet in air for program.

* * *

Chance for Juveniles

AS A back-to-school promotion, KGVO, Missoula, Mont., is running a thrice-weekly schoolkid contest during the summer. Students compete as amateur announcers, reading commercials and such, on a thrice-weekly program. Each week's winner is selected by listener's mail votes. Finals will be held as school opens Sept. 2, in connection with a *Little Red Schoolhouse* quiz show during which the contestants will model school clothes from sponsoring firms.

* * *

Original Dramas

WFIL, Philadelphia, is sponsoring a *Dramatic Laboratory*, which produces a low-cost weekly dramatic show. All scripts are written by Harry Kloiner, graduate of Yale's Workshop 47, and represents a new departure in dramatic shows in that the major emphasis is placed on sound effects, handled by Jeff Witt, and background music supplied by Mil Spooner at the organ. The shows are produced by Don Martin and a small cast is used.

DON'T look now, said Chet Fouquet, of WLBC, Muncie, Ind., to himself, as he stopped for breath during a climb up a 124-foot diving tower at a water carnival. He looked, though, when the cameraman aimed at him. Engineer Fouquet lugged the 60-pound pack transmitter all the way to the top, interviewed the diver prior to a leap into a flaming tank, and then climbed all the way back to the ground.

* * *

Open House

SUNDAY NOON quarter-hour of interest to prospective home-buyers is *WFBM Open House* sponsored on the Indianapolis outlet by Brannum-Keene Lumber Co. Sponsor places sign in front of seven different homes each week as featured for that period on WFBM. After one program a $6,500 home was sold, along with an order for a duplicate from another listener. The same builder received more than 50 other visits from prospects as result of broadcast. All homes are built from sponsor's materials.

* * *

Personality

PERSONALITY traits and their effect on the voice are being studied on *Your Voice & You* which started its second 13-week run Aug. 9 at the same time, 2-2:30 p.m. (EDST) over NBC-Blue with a broadcast on the "Psychology of Speech". Elsie Mae Gordon continues to conduct the program, but instead of featuring mechanical and physical exercises for voice improvement, stresses the personality-voice relationship.

* * *

Lettered Tunes

SPONSORED by a local furniture store, WSIX, Nashville, has started a new Sunday morning half-hour, *Alphabetical Melodies*. Each program consists of tunes under one alphabetical heading, starting with "A" on the first program, and then progressing all the way through the alphabet, week by week. Sponsor awards a prize to the listener whose name is mentioned on the program, the name falling under similar weekly alphabetical order.

* * *

Movies for Gum

MOVIE questions are featured on a thrice-weekly quiz sponsored on KROW, Oakland, by Harvey's Chewing Gum, San Francisco, a new product with twin-stick pack for a penny. Theatre tieups are included. The program, titled Stardusters, is conducted by Jerome Gregory and Connie Wilson.

"I Heard About Critic Feeds Over WMBD... Went into Town and Got A Fine Deal"

(There are 50,000 above-the-average farmers who RESPOND to WMBD advertisers)

To assure strong, quality coverage of the rich, productive farms in the "Peoriarea", put your message on WMBD. These farms balance almost 50-50 with heavy, year-round industrial payrolls. Thus, the story of your product reaches 605,646 listeners who spend an average of $491 annually per capita. Here is the IDEAL place to test ANY radio selling campaign EFFECTIVELY.

TEST SPOT of the MIDDLEWEST

THE HEART OF ILLINOIS

MEMBER CBS NETWORK

WMBD

PEORIA, ILLINOIS

Movie Queries

WMBD, Peoria, will inaugurate Hal Tate's *Movie Quiz* show Aug. 20. The half-hour show will originate weekly from the stage of the local Palace Theatre. Patrons who answer movie questions correctly will receive cash prizes. Six men with portable microphones stationed throughout the theatre will choose contestants at random. Tate will write and produce the show as well as m.c.. Originally a reporter, Tate turned commentator and originated the *Radio Tattler* and *Movie Tattler* programs which have been broadcast on WMAQ, WBBM and other Chicago stations.

* * *

Philly Prepares

WCAU, Philadelphia, on Aug. 16 will start a weekly *Philadelphia Prepares* program designed to inform Philadelphians about what the city has done and is doing in preparedness. Each program will incorporate a visit to a local industrial or Government plant and with civic groups engaged in defense work. From the studio will come a dramatization, part of which will be a flashback to 1917. Harry Marble, assistant program manager, directs the show, and Joe Connelly, in charge of special events, handles the remote features.

* * *

Sunday Chants

ORIGINATED in the Savoy Hotel, in the heart of Atlanta's colored section, WSB, Atlanta, is carrying a Sunday evening half-hour, *Chariot Wheels*, on which a Negro choir sings spirituals. Each broadcast includes a five-minute devotional message from a Negro minister. Marcus Bartlett, WSB production manager, gained his inspiration for the program when he heard a colored church service.

* * *

Music Vice Versa

MUSICAL extremes of a central theme alternate on the new *From Long Hair to Short Hair*, conducted by Bill Terry on WSGN, Birmingham, Ala. The show presents a classical selection, with commentary, and then follows with a modern popular piece derived from it.

* * *

Siesta Tunes

TRANSCRIBED Spanish music, with comments by Bob Lee, is featured on *Siesta*, new early afternoon program of WGL, Fort Wayne, Ind.

WFBL

SYRACUSE

NOW!
5000 Watts Nights!

WFBL's increased power from 1000 to 5000 watts nights makes your advertising dollar PULL EVEN HARDER — gives you the greatest coverage of any station in the active Syracuse and Central New York market.

Write or wire for rates and time available.

WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives

Singing the Call

WPEN, Philadelphia, will have its call letters sung on the station breaks when it takes to the air from its new studios in October. The Toppers, a local song quartet, have been commissioned by WPEN to make a series of transcriptions singing jingles in rhythm incorporating the station's call letters.

STRICTLY PERSONAL

Brothers Insist on Handling Own Commercials

WILF BROTHERS, operating three rug stores in Philadelphia, in renewing daily 8:45-9 a.m. news broadcast on WFIL, Philadelphia, will again have the sponsor personally participating in the program. While Royal Plant, staff announcer, handles the regular news bulletins, the two commercials are personally delivered by Alexander Wilf, head of the store company, who stops daily at the studio on his way to his office.

Since one of the brothers is at each store to meet and greet each patron, the Wilfs have insisted that this personal touch be carried over to the air. None but themselves make the first personal impression upon a prospective customer, even if it's by remote control.

That distinction is also carried over in the store advertising, the similarity of the family firm name to the station call letters emphasizing the fact that "in radio it's WFIL—in rugs it's WILF". Philip Klein Agency, Philadelphia, handles the account.

* * *

Scrambly

AUDIENCE participation program, conducted by Ray Shannon over WLW, Cincinnati, is entitled *Scramby-Amby*. Letters are scrambled within a word, and then participants attempt to straighten them out. Cash awards are based on the number of clues required by the answerer for the correct answer.

* * *

Problem Program

WIP, Philadelphia, on Aug. 15 inaugurates a weekly *What Shall I Do* feature patterned along the lines of the network *Good Will Hour*. John J. Radley, a local psychoanalyst, will serve as counselor to listeners coming into the studios with the usual complement of marital and family problems.

* * *

Colored News

SPONSORED by the *California Eagle*, largest Negro newspaper in the West, *The Negro Newspaper of the Air* presents a weekly roundup of all Negro news each Tuesday over KFOX, Long Beach, Cal. The entire program is conducted by the editorial staff of the *Eagle*.

* * *

Peeves and Puzzles

EVERYDAY peeves, puzzlers and gripes of listeners are invited by Al Bland, originator and conductor of the daily *Morn Patrol* on WCKY, Cincinnati, for a new department in his broadcasts, "Things We Can't Understand".

WNEW DELIVERS!

It's today's hottest radio buy!

1. ONE-THIRD THE COST of any New York network station. 2. THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.) **3.** TWICE THE AUDIENCE of any other New York independent station. (Hooper-Holmes and other impartial surveys.) **4.** RADIO'S OUTSTANDING PROGRAMS. ("Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.) **5.** LOCAL ADVERTISERS *know* WNEW moves most goods—fastest. **6.** MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.

Nationally Represented by John Blair & Company

GOVERNORS DIRECT PROPAGANDA DRIVE

AS PART of plans for joint and coordinated action between Federal and State governments on law enforcement problems relating to national defense, contained in a report on a two-day conference of governors, attorneys general and other law enforcement officials of 46 states, held in Washington Aug. 5-6, it was recommended that the governor of each State head a committee "to hold regular but informal conferences with the leading newspaper and radio men of his State."

This phase of the report dealt with espionage, propaganda and other subversive activities, and radio was one of the fields discussed at the conference and in the final report of the group of State law enforcement officials who studied the problem. The report said these conferences with the governors should have as their object keeping the American radio and press free from subversive propaganda such as speeches by Nazi, Fascist and Communist spokesmen. It also urged that "adequate space and time be devoted to featuring measures for national defense."

U. S. Attorney General Robert H. Jackson, in his address Aug. 5, expressed the view that the good faith and good sense of the American people would be able to uncover subversive propaganda, even though the dangers were great in uncontrolled propaganda "through sponsored radio programs, often in foreign languages" and the press.

When the President Broadcasts

(Continued from page 49)

recent trip the President made a broadcast from Oklahoma City. As things run, it's just as much a problem to break down all the equipment and get it back on the train before it pulls out as it is to get from the train to the speaking point. This time the escort got mixed up and left with the Presidential party, leaving CBS' Charley Daly and Clyde Hunt aboard a truck loaded to the top with broadcasting equipment and stranded in the middle of a crowd blocks long.

Carl to the Rescue

If Carleton Smith, of NBC, hadn't kept up a constant chatter of "They'll be here in just a minute" and managed to hold the train for 40 minutes, the CBS pair would have been left behind. Another time, in Omaha, when transport was jammed for the return to the train, an escort took the radio truck up and down curbs right along the sidewalk until it got into a less congested section.

For a real tough schedule of broadcasts a network may send along a pair of engineers, alternately sending one on ahead in order to allow plenty of time for setting up equipment. One of the extra little duties devolving on the belabored engineer is setting up and knocking down the Presidential speaking stand. Both CBS and NBC have one of these collapsible stands —when you see it in the newsreels it appears to be solid as a tree trunk. Complete with reading lights and manuscript board, the stand knocks down into several pieces which are packed for shipment in canvas covers. Toting this extra 100 pounds or so is alternately shared by the NBC and CBS crews.

The engineer, of course, is responsible for keeping his equipment in running order for use at the drop of a hat. On a long trip he may have to run periodic tests to guard against the possibility of train vibrations shaking loose a connection or breaking a filament. One reason the equipment is carried in a compartment rather than the baggage car is to give it a more shockless ride.

The network boys, like the newspaper corps, go with the President on all his trips. If he goes out to San Diego or to Charleston and there boards a ship for a cruise, they follow him right up to the gangplank and then meet him perhaps a week or so later when he disembarks. This special attention is just a matter of being there in case something should happen, although broadcasts generally are worked out on a definite schedule. The same holds true for Warm Springs and Hyde Park trips. There may be a broadcast or two, but when the President relaxes, the radio and press boys can relax too.

Mr. Smith Goes Down

Sometimes this relaxation is a pipe dream. Witness a busy 1938 fortnight of Carleton Smith, NBC presidential announcer. On one of the President's transcontinental jaunts that year, Announcer Smith saw him aboard a cruiser at San Diego, then immediately hopped back to Washington for a week. Meantime the President was heading for Panama. Smith then flew to Panama, handled a Presidential broadcast there, and proceeded by air to Bogota and Barranquila in Colombia. Subsequently he flew to Miami and boarded a train for Atlanta. He arrived there at 3 a.m., just three hours before the Presidential Special pulled out for Washington—with two broadcasts en route. The Panama broadcast was on a Saturday morning. The train left Atlanta the following Thursday morning. The whole 8,000-mile trip, with its schedule running like clockwork, was a continuous scramble for plane and train connections, but there was only a three-hour lag at the end.

Back in 1936 the NBC boys had another busy trip when they accompanied the President and a United States delegation to Buenos Aires to the Pan-American Peace Conference. Although they had several days to make all their broadcast preparations, they had to put in 19 and 20-hour days cutting through red tape. The South American officials were nice in helping, but authorizations had to clear through so many of them that the boys were fairly run ragged getting all their credentials and clearances.

One for All

Several times each year the President speaks at commencements, dedications or community events in various parts of the country, sometimes near and sometimes far from Washington. Often these addresses are of local more than national interest. The networks decided whether or not to carry a speech to a nationwide audience on much the same basis as newspapers cover it. The general content of a Presidential speech can be predicted accurately enough to let the networks make this decision beforehand. If a nationally interesting speech appears in the offing, the networks set up for their origination.

In cases where facilities are restricted, all three national networks may cooperate in a single pickup, splitting line charges and with a single announcer-engineer team handling the pickup. This may be done from Warm Springs or Hyde Park or from some other point where a single origination can do the job for all. In other cases, where no MBS affiliate is available and where both CBS and NBC are picking up a Presidential speech individually, MBS may carry the program out of one of their New York control boards.

On the West Coast, in Chicago, New York or wherever a large MBS outlet is located, the MBS pickup ordinarily is originated by that station. However, in Washington all three networks have their own lines to the White House, and their Presidential staffs are always on the job.

THE Pierce Lackey interests, operating WPAD, Paducah, and WHOP, Hopkinsville, Kentucky locals, have applied for a new 250-watt station on 1370 kc. in Clarksville, Tenn.

THE ATLANTIC OCEAN ISN'T BUYING

WMBG *doesn't* offer any listeners in the Atlantic Ocean. In the first place they're not prospects. What WMBG offers is the Red Network audience in Richmond and tributary area. WMBG offers a minute night-time spot for $15.00 . . . a *saving* of $20.00 over the other leading station's price of $35.00—other savings in proportion.

If you are interested in equal density of coverage in the Richmond area through America's favorite network — the Red — and paying 233⅓% less—get the WMBG story. WMBG — NBC Red Outlet — Richmond, Va. National Representative, John Blair Company.

WBAL means business in Baltimore

Arbitrators Rule On Chicago Scale

Contract Held to Determine Fees for Commercials

AFTER TWO MONTH'S deliberation on the questions of basic payment for announcers, actors and singers on the local staffs of the Chicago divisions of NBC, CBS and WGN, the American Arbitration Tribunal, has announced its ruling. Composed of three persons chosen jointly by representatives of WENR, WMAQ, WBBM, WGN and the American Federation of Radio Artists, the tribunal handed down decisions interpreted to mean a victory for the stations insofar as payment of announcers is concerned and a compromise in regard to the other categories.

During the hearings held in New York early in May, AFRA requested that announcers be paid per commercial announcement regardless of the fact that the majority of them were on regular salary as staff announcers with specified duties which included commercial announcing. The stations disagreed with this stand. Highly instrumental in the final decision, it is believed, was the testimony of Jack Scott, partner of Schwimmer & Scott, Chicago advertising agency, who pointed out what ill effects AFRA's demands would have on clients, agencies and the industry in general.

Depends on Contracts

In this regard, the decision handed down by the tribunal reads: "Where station announcers are used for commercial programs, the rates stipulated herein shall apply only so far as consistent with the general contract of employment, which shall govern the question whether their salaries covered all or part of the services required on such programs, and, if not, whether upon receipt of the special fees recited herein any deduction shall be made from their regular salaries for the time so paid." The general contract of employment mentioned above applies either to written or verbal contracts, in most cases, depending on past performance of duties.

The rates for rehearsals are also those laid down in the code.

The minimum rates for basic periods of 15 minutes or less are as follows: For actors, including actors on dramatic commercials and announcers—$9. For singers, Classes 1 & 2 in groups of five or more voices, $6; Class 3, in groups of two to four voices, $9; Class 4, soloists, $20.

In every case the minimum rates for half-hour periods are four-thirds and five-thirds respectively of the 15-minute rate, and the minimum rates for rebroadcasts are half the corresponding broadcast rates.

According to the code, which is in effect until and including Feb. 12, 1941, the decisions apply to "local commercial broadcasts produced in Chicago at the major stations of the companies party to the arbitration." To all practical purposes, however, it applies to all local programs *broadcast* on these stations.

NEARLY 3,000 persons jammed the municipal auditorium of Sherman, Tex., for the formal dedication of KRRV's new transmitter plant and twin 280-foot towers, located between Sherman and Denison and placed in operation as the station changed from local to regional status. It now operates with 1,000 watts fulltime on 880 kc. Orvin Franklin, KRRV program director, was m.c. at Sherman, and Frank Keegan, manager of the Denison studios, was m.c. at the celebration there. Manager L. L. Hendrick and News Editor Ted Bomar of the *Sherman Democrat* presented a skit narrating the history of the station.

Cuba Joins 'School'

CUBA has notified CBS of its intention to participate in the *American School of the Air* this fall, when the scope of the educational series is extended to include the entire western hemisphere [BROADCASTING, Aug. 1], making 13 American countries which will broadcast the programs over their own networks, in addition to the United States, Alaska and Hawaii. CBS will furnish scripts in Spanish for most Latin American countries and in Portuguese for Brazil. Cuba will shortwave the programs southward in addition to broadcasting them over its own 11 stations, according to Secretary of Education Roberto Montano. A demonstration of the program, broadcast in Spanish from CNQ, Havana, was put on for the Inter-American Conference on July 26, by Sterling Fisher, CBS director of Education, in Havana to aid in the CBS coverage of the conference. Following the demonstration, L. S. Rowe, director-general of the Pan American Union; Senor Montano and Mr. Fisher were to address the delegates.

FIRST in PHILLY
C. E. HOOPER SURVEYS

audiences of Phila. Network stations
9:30-9:45 A.M. Mon. thru Fri.—4 Mo. Avg.

WFIL	19.9%
WCAU	17.0%
KYW	8.5%

% listeners identifying station and program
First with 46 other programs

For LOWER COST Circulation
BUY WFIL

WHEC

ROCHESTER

BASIC CBS—NAT'L REPRESENTATIVES, PAUL H. RAYMER CO.

URBAN SET SURVEY READY IN AUTUMN

IN ITS first meeting of the new fiscal year, the NAB executive committee in San Francisco Aug. 7 authorized publication of an urban radio set ownership survey, material for which has been gathered by NBC and CBS as a joint industry venture. The committee, upon recommendation of the Engineering Committee, also approved suggested qualifications for radio servicemen's organizations as a basis for cooperation between member stations and servicemen to insure proper servicing of sets and encourage listeners to keep receivers in good order.

The urban survey, prepared by the networks at a substantial cost, will be published by NAB as an industry project in line with recently inaugurated policy. Paul F. Peter, NAB research director, will supervise the production, with release expected this fall.

In recommending to the executive committee that the servicemen's cooperative plan be approved, John V. L. Hogan, chairman of the engineering committee, said he believed it presented a sound basis under which cooperation can be arrived at by a station and local radio repair concerns.

HARVEY STRUTHERS, of the WCCO sales staff, was twice impressed into service as umpire of the interagency baseball games played by Campbell-Mithun and BBDO, Minneapolis. Both sides accused him of partiality each time, thus assuring his status as a fair umpire.

PROGRAM OF ADVERTISING NEWS

Farnsworth-Norge Dealer Sponsors Series Built Around Material in Newspaper Ads

THE POWER of advertising as the exclusive subject of a radio program is the unique angle of the five times weekly *Good News in Advertising* series, which started Aug. 1 on WMCA, New York, under sponsorship of Warren Norge Co., New York, which places the series direct for its Farnsworth radio receivers and Norge refrigerators.

Although critics and listeners have commented on the fact that the "news in advertising" digest is following in the footsteps of *PM*, New York's newspaper which carries no advertisements but features a "Digest of Advertising", Radio Events, New York, which is servicing the program, thinks the new program is a logical development of the *Woman's Home Companion* shopping broadcasts and those sponsored by Cluett, Peabody Co. for its Sanforizing process. It differs from these latter programs, however, in that it gives every New York newspaper credit for the ads discussed.

Get Advance Proofs

The program is heard at 6 p.m. Mondays through Fridays with the aim of surveying ads appearing in the city's afternoon papers and those scheduled for the following morning. Nearly 75% of the metropolitan department stores send in advance proofs of their next day's ads to Radio Events, which condenses them "to present the representative buys of every advertiser and mentions every newspaper in the area at least once." The material then goes to the continuity deportment of WMCA and in turn to Ken Farnsworth, new to radio, who has been given carte blanche in presenting the script on the program. The name of the paper, the advertiser and the prices are all given. Mr. Farnsworth has no connection with the sponsor, despite his name.

Farnsworth, who states that "all he knows is what he reads in the advertisements", limits his advertising copy to "good-will" with the result that the Warren Norge Co. can put less pressure on its own advertising and more upon the advertising of dealers in that more than 75% of the stores sending in material carry either Farnsworth or Norge products. Tie-ups are currently being negotiated for a mutual publicity campaign built around the *Good News in Advertising* program.

Credited in Listings

According to Joseph Koehler, president of Radio Events, "under normal circumstances the words 'News in Advertising' would not find a listing in any New York newspaper. However, with one exception, all New York papers are carrying this program credit in their listings. Most newspaper department store advertising managers receive an advance copy of the broadcast to check the amount of credits their stores are receiving and in what papers they are getting the best mention on the air."

Sponsor believes that interest in the program will continue to grow, on the part of both newspapers and department stores which are notably newspaper advertisers, to see whether radio can really do a selling job for this type of advertiser.

J & J Starts Spots

JOHNSON & JOHNSON, New Brunswick, N. J., on Aug. 12 began a coast-to-coast spot campaign of station-break announcements on 65 stations six times weekly in the interest of Tek toothbrushes. Ferry-Hanly, New York, handles the account.

SPONSORED over KYSM, Mankato, Minn., *Sunshine Dinnertime*, for the last two years by the Hubbard Milling Co., on Aug. 11 expanded to include KROC, Rochester. The two-station hookup will be in effect for the Saturday programs only when the show originates from towns surrounding Mankato and Rochester.

Annual Contracts For Spot Advised

A TREND toward full-year spot contracts on the part of important national advertisers is discerned by Joseph J. Weed, president of the representative firm bearing his name, who sees "the evaluation of spot radio in national campaigns as definitely soaring". Prominent current year-round spot users are listed as Lever Bros., Procter & Gamble, Standard Oil of New Jersey, Standard Oil of Ohio, Sterling Products, American Home Products, Carters Medicine and Arrid.

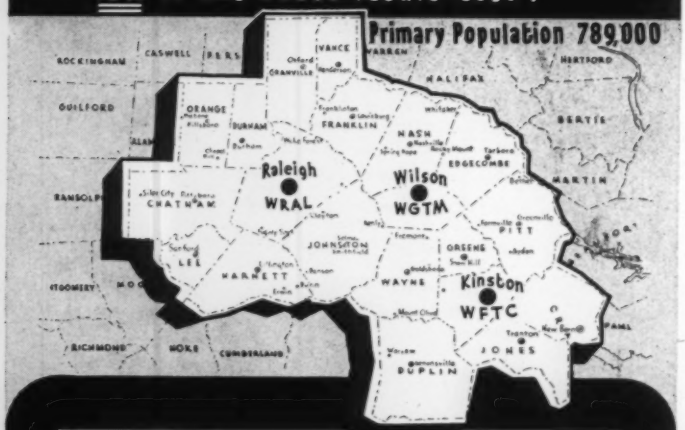
"Even though four-season contracts may not yet be termed a major trend, they certainly represent an important, attention-getting development," said Mr. Weed. "Credit in cultivating the long-term contracts is due to alert station operators who gauged their sales presentations to include factors especially advantageous to the 52-week spot advertisers.

"And it was through experience with unrenewed short-term contracts that stations realized the need to convince advertisers that spot radio was not a mere 'fill-in' medium to be used to support network or publication campaigns. The stations couldn't ignore the high mortality of the short-term contracts, and what made the situation especially noticeable was that, regardless of how successful the spot campaign proved to be, it was certain in a majority of instances that advertisers would run out their time contracts after the specified 13 to 39 weeks.

"No single group of stations got together in conquering this situation; rather, it seems that the same idea struck a great many operators at the same time. And these men went after long-term contracts on the basis that spot radio is a form of advertising sufficient to stand on its feet. Their idea was to rearrange the discount structure so as to make it advantageous and attractive to the spot advertiser to stay on the air 52 weeks a year. Apparently the move is having its desired effect because there are more full-year advertisers on the air now than at any time in our history."

FRANK JENKINS and Ernest R. Gilstrap, chief stockholders of Southern Oregon Publishing Co., which controls KRNR, Roseburg, are principals in an application to the FCC for a new 250-watt station on 1370 kc. in Klamath Falls.

25% of the North Carolina Market at less than 15% of the State Radio Cost!



CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System

3 shots are better than 1

You buy 3 favorites in this package

WRAL - WGTM - WFTC

are 3 to 1 for listeners . . . and

LISTENERS mean RESULTS!

Contact GIL MURRAY, *Gen'l. Mgr.* W R A L, *Raleigh, N.C.*
or Sears and Ayer · NEW YORK · CHICAGO ·

WJHP
JACKSONVILLE, FLORIDA
250 WATTS — 1290 K. C.

* 24-hour Associated Press News Service . . . 18 newscasts per day.
* Only Jacksonville station with affiliated newspaper . . . shows and artists will be publicized daily in the JACKSONVILLE JOURNAL.
* WJHP's 1290 Kilocycles is a regional frequency (giving better coverage)—and is located on the dial between the other two Jacksonville stations.

NBC BLUE
WJHP
JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. S. DORMAN, Manager, 535 West 58th St., NEW YORK CITY
CHICAGO — DETROIT — ATLANTA — PHILADELPHIA

WSIX
"The Voice of Nashville" Tennessee

Offers you a ready audience, through proven station popularity, in a city of steady prosperity.

Mutual Broadcasting System

HEADLEY-REED CO.,
NATIONAL REPRESENTATIVE

Listeners Found Buyers of Goods Promoted on Air

Survey of Winchell Audience Shows Purchasing Habits

DEFINITE proof that radio listeners buy the products they hear advertised on the air and that the more they listen, the more they buy, is advanced by NBC with the publication of the results of a telephone survey made the week of Feb. 11, 1940 by C. E. Hooper, research organization, to test the sales effectiveness of Walter Winchell's broadcasts for Jergens Lotion.

So close was the connection between users of the product and listeners to the program that the percentage of users among the regular listeners was five times as great as among the non-listeners.

The study specifically set out to measure the impact on listeners of *Jergens Journal*, at that time carried on 47 Blue Network stations, Sundays from 9 to 9:15 p.m. For the network, Hooper agents made 3,021 telephone calls in 17 cities and asked four questions. One query asked if there were any Jergens Lotion in the home; the others aimed to discover the frequency of listening.

Double Check

The survey identified listeners and non-listeners by a double-check. The February answers to queries about listening were weighed against a survey made during the period from May to July, 1939. More than 3,021 homes in the 17 cities had been phoned during the earlier period while a *Jergens Journal* broadcast was in progress, and asked if they were listening to the program.

When the homes were called again in February, the people who said they were listening both times were termed "verified listeners". Those who said they were listening neither time were classed as "verified non-listeners". Those who were listening only one time were chalked off as unverified and excluded from the survey.

On this basis, "verified listeners" tallied to 658, "verified non-listeners" to 443, a total of 1,101 verified persons on whose answers alone the report is based.

Within the verified group, frequency of listening and purchase of Jergens Lotion was seen to go hand in hand. Of the listeners, regular and irregular, 40.3% had the product in their homes; in the non-listening group, a percentage only one-fourth this size had the lotion.

Users and Listeners

The following table, showing the user-listener interrelation, was established.

10.8% of the non-listeners use Jergens Lotion.

19.8% of those who listen to 1 program a month use Jergens Lotion.

30.2% of those who listen to 2 or 3 programs a month use Jergens Lotion.

51.2% of those who listen to 4 programs a month use Jergens Lotion.

According to the table, among the fairly regular listeners there was a percentage of users three times as great as among the non-listeners, and among the regular listeners a percentage five times as great.

The survey was conducted in New York, Boston, Albany, Buffalo, Pittsburgh, Philadelphia, Providence, Baltimore, Cincinnati, Cleveland, Detroit, Richmond, Washington, Chicago, Des Moines, Minneapolis, St. Louis, in each of which the program is broadcast.

Cat Tale

PAUL CORBIN, production manager, of KIEM, Eureka, Cal., spent a nervous quarter-hour inside the lion's cage at the Hildebrand United Shows and Circus recently for a special events broadcast. In the cage were seven lions, a puma and leopard. Corbin gave the air audience a description as the tamer put the cats through their stunts.

PRISON PROMOTION
KUJ Active as Inmates Play Game for Red Cross

WHEN Washington's Gov. Martin broke a 28-year precedent and let the State Penitentiary baseball team out for a local Red Cross benefit game, KUJ, Walla Walla, came through with extensive pre-game promotion and full coverage of the actual contest.

The 22-piece penitentiary band was an added attraction at the game, and several days before the event KUJ sent portable recording equipment to the institution, transcribed a half-hour of the inmate's music and then broadcast the tunes daily as pre-game publicity. In addition to gate receipts, all revenue from sponsorship of the game broadcast was turned into the Red Cross fund. After the game KUJ presented prison officials a transcription of part of the 14-inning broadcast to be played for inmates participating in the game.

WCAM Will Oppose New Outlet in Camden

MAYOR GEORGE E. BRUNNER, of Camden, N. J., indicates the city, which owns and operates WCAM, will oppose an application to the FCC for another radio station in Camden. The request for a license for the new station has been filed by Aaron Heine, Camden attorney. "We shall certainly oppose the application in the public interests," Mr. Brunner said. "We want no station competing with the one being operated by the city."

Mr. Heine at present heads Mack Radio Sales Co., which in 1938 signed a 10-year optional lease with the city to sell advertising for the municipal station, agreeing to pay the city $20,000 a year for the privilege. He said he will probably divorce himself "of any interest in the Mack company, if the application is granted".

KGBX IS MIGHTY PROUD OF ITS NEW POWER, TOO!

- Now 5,000 watts, day and night!
- Power equal to that of any Missouri NBC outlet!
- Dominating the four-state Ozark Market . . . 1,231,110 population and 284,900 radio homes!
- This "market with a fence around it" is not effectively covered by any outside station!
- Offering programs from two networks, both NBC Red and Blue!

AT NO INCREASE IN RATES, you can take advantage of this increased coverage in Missouri, Arkansas, Oklahoma and Kansas.

CHOICE SPOTS adjacent to NBC features are still available . . . every one a PRODUCTIVE BUY. Wire or write at once for rates, availabilities or information.

KGBX Springfield Missouri • 1230 Kilocycles 5000 Watts • Ralph Foster Gen. Manager

Nat'l. Rep., John E. Pearson, 360 N. Mich. Chicago

Red NBC Blue

....Pardon Our Yawn

• It's because we're staying up nights, on the air full time. We're stepping out, too, with 1,000 watts, and we're reaching a million and a quarter folks in 36 counties of prosperous North Texas and southern Oklahoma. All at NO increase in rates! For more information, write KRRV, Sherman or Denison, Texas.

An affiliate of the Mutual Broadcasting System Texas State Network

The Sherman-Denison Station

KRRV

880 KC. 1,000 WATTS

Chairman Fly on Radio's Future

(*Continued from page 17*)

Treasure Island I could not but ponder upon the significance of that plaque. To the broadcasting industry, it was the message—the deserved message—well done.

But there were grouped in this plaque the images of such men as Lincoln, Washington, Jefferson, Henry, Franklin. Theirs was the struggle to create in the first instance, to secure and finally to defend our democratic institutions.

A Basic Right

To me, in a deep emotional sense, freedom of speech is a basic right. But sitting there I began to wonder if the fathers were deeply concerned with my own interest in speaking my mind or in forwarding my own special purpose or in your own selfish interest in getting somebody told. If that be true, then freedom of speech were well nigh illusory and devoid of useful function. With what then were they really concerned? What is the substance of freedom of speech—what is the basic interest protected?

Let us again turn to the plaque. Whitman's words are significant. His concern was not in free tongues for the sake of the tongues, but *in haec verba*, "safety for these States." "I say there can be no safety for these States without free tongues." To him as with us today free tongues were essential not merely as a part of our democratic customs and conveniences but rather as an actual instrument for the preservation of our democracy.

Every one of these great statesmen aided in creating, securing, or preserving the Bill of Rights, including freedom of speech. The principle of self-government was at stake. The capacity of a people to govern itself was being tested. Democratic institutions were in the crucible. These men like Whitman were concerned with the safety of the States and the permanence of the democratic form of government they symbolized.

Education—the diffusion of knowledge and information—has long been deemed essential to the American scheme of things. No people without adequate knowledge of the true facts involved are capable of intelligent self government. The American people properly informed are best capable of self-government. Washington himself, in his Farewell Address, emphasized the need to "promote—as an object of primary importance, institutions for the general diffusion of knowledge." The role of facts and knowledge in enabling a democracy to attain the heights of which it is capable can never be over-emphasized.

Getting the Facts

In that light, freedom of speech begins to take on substantial meaning—as an instrument dedicated to the service of a free people.

Let us turn again to this plaque —this symbol of the broadcasting industry as an instrument of freedom. In Whitman's words there is a further requisite for the safety of our system of Government, that is, listeners who were ready, able and willing to hear. Whitman's dream has now come true—the radio at last has provided the great audience. And so, appropriately it will serve as the guardian of our institutions.

It must be borne in mind that, however much the individual has personally enjoyed his freedom of speech, there were always serious limitations. How many people could he reach by speech—how many by leaflets — over what distances — through what machinery—and at whose expense? Whatever the mental relief he may have enjoyed there were various limitations in the means of achieving his own purposes as an individual. But there has always been the important need of the democratic nation to create and maintain an enlightened and informed public opinion based, as it must be, upon the facts—fully and fairly presented.

Free Discussion

This means of course that where vehicles of public discussion are under private control there must be balanced and two sided—not biased or one sided presentations.

The Supreme Court recently said:

"Freedom of discussion, if it would fulfill its historic function in this nation, must embrace all issues about which information is needed or appropriate to enable the members of society to cope with the exigencies of their period *** Those who won our independence had confidence in the power of free and fearless reasoning and communication of ideas to discover and spread political and economic truth. Noxious doctrines in those fields may be refuted and their evil averted by the courageous exercise of the right of free discussion."

Fair Reporting

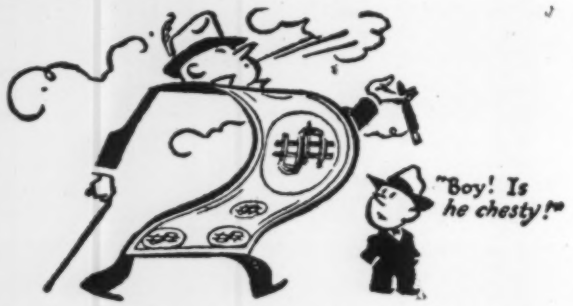
The handicap of the individual is still grave. Radio is a limited facility. Only the few may talk. The millions will listen. But there again we are driven back to the paramount concern of the broadcaster—his duty to the public. Since he cannot supply to all individuals the right to speak, he must render his service to the public and to the democracy by according that public the overwhelming benefit which can come from free discussion and full exposition. Neither Washington nor Henry nor Jefferson could be other than happy at the creation and use of such an important public facility for the preservation of our democratic institutions.

It must follow that the broadcaster owes to the public whose facility he occupies, and to the democracy he is bound to preserve, the inescapable duty of full and fair reporting, balanced treatment, and honest and impartial comment on all facts and information of public concern; and adequate coverage on all public issues by two sided discussions and equality of facility and representation.

Recalls Lincoln Phrase

The responsibility for this service rests with the licensee. It is inconceivable that control of the radio as an instrument of freedom should be delegated to any special interest with the liberty to control news, information and comment services. So soon as this service is rendered on behalf of a special interest or political party the radio ceases its most important function in the public interest.

The world too well knows, and will long remember, outstanding instances where the instruments of free speech have been utilized by particular individuals and special



YOUR RADIO DOLLAR GROWS BIG . . . AT CKLW IN THE DETROIT AREA!

If you're selling the Detroit Area this Fall, get the BIGGER response per dollar that CKLW offers . . . with 5,000 watts sending your sales story clear and strong throughout America's 4th market! In spite of the tremendous listen-interest we enjoy with the able-to-buy, *rates* are *exceedingly kind* to overworked budgets.

CKLW

5000 WATTS DAY and NIGHT • CLEAR CHANNEL

Representative: Joseph Hershey McGillvra

MUTUAL BROADCASTING SYSTEM

There is a Market Where the State's Largest Industry Will be Expanded

60%

It's Served By

WCSC

CHARLESTON, S. C.

Free & Peters, Inc.
Representatives

ON CHARLIE'S roost perches a new occupant, Hal Thompson of the WFAA special events staff. Hal chose this method of getting some authentic McCarthy atmosphere into an interview with Edgar Bergen when the Chase & Sanborn ventriloquist landed his new plane enroute from Dallas to the Coast.

groups to serve their own individual purposes. The radio not merely follows the trend in government but it too often implements those trends. Where the radio has fallen as the voice of the people self-government has disappeared.

Broadcasting is all the more important in places where the other vital source of public information and opinion has on occasion utilized its basic freedom to promote its own or other special interests and causes. In the press we have long respected the traditional role of the editorial, however much we might deplore it in the radio. Yet one cannot but view with concern the instances where "news" is handled in such manner as to give the public what the newspaper owner, in the light of his interest, wants the public to receive.

"News" can be colored. Headlines can be slanted. Spacing can be contracted or expanded; emphasis supplied or extracted by artful placing; important events or responsible views can be overlooked, yet John Doe can send a telegram and become a national character overnight. All this may appear momentarily to be good business; but it would not be democracy. It would overlook the real function of our basic freedom; and we should have an instrument of freedom devouring itself and the democratic structure which nourished it.

"I Come to Praise Caesar . . . ."

Let me not be deemed to criticize the American system of broadcasting. I am here to praise it. These are trying times and I have thought it beneficial frankly to discuss the great principle. Frankness is essential in these discussions, and those which I hope will follow on other problems of mutual concern. You will know that I am proud to observe the great public service rendered by the broadcasters in the midst of a tremendous conflict.

Their general news, informational and commenting service have been of a high order. News has been searched out and brought to us from the four corners of the earth. The networks have rendered particularly valuable public service in this regard. And so have the many broadcasters moved across a vast field of public service with creditable results. I face the future with confidence in radio and believing in it as a great and permanent institution. There can be no real fear that, conscious of your great privilege and its attendant responsibility, you would ever let the torch fall.

Need I add gentlemen, as domestic issues compete with foreign events, that I am not asking for special favors. It is basic in this speech that I oppose and shall always oppose special favors in the conduct of radio broadcasting.

No Federal Pressure

It is of greatest importance that neither I nor any other Governmental official or group of officials shall endeavor to bend radio to our own special causes. That is fully as important as that radio shall not bend under the yoke of other special interests. Yours is the discretion to be exercised in the conduct of the station, which after all is constantly under the effective scrutiny of the listening public. No Government official or group can or should undertake to substitute its judgment for your own. Your decisions are many—your problems difficult. But they are yours, not mine. Such is the American system of broadcasting as it rounds into its third decade of public service.

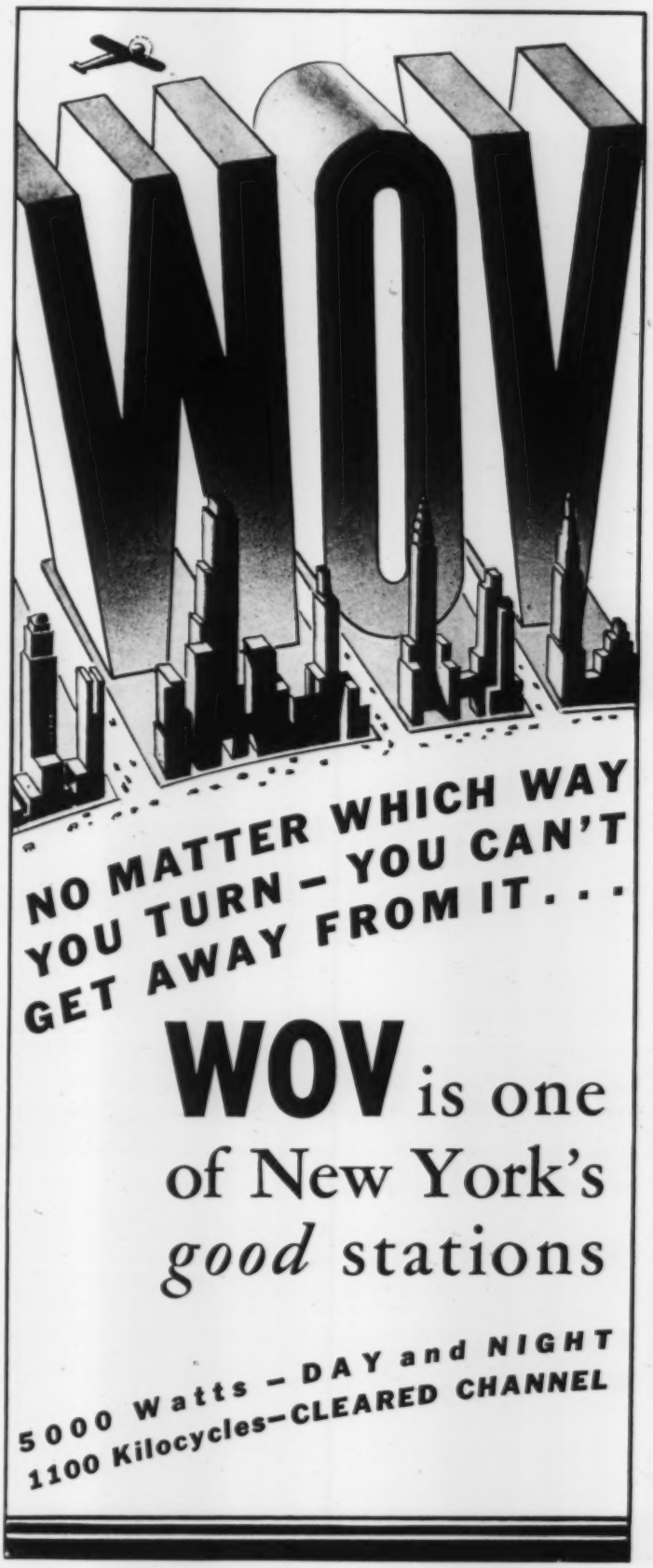
Radio is a tremendous achievement. Its future is one of continually greater strength in the affairs of mankind and in the service of the public. These are troublesome days for all of us. But radio is not and must not be imperiled. To radio, time is endless.

Wars may come and nations may go. Tomorrow's political campaigns will pass into yesterday, as brief events in the life of a free people. The years like great black oxen will thunder down the trail of unending time. But, as the great bulwark of our great democratic institutions, radio must stand — till kingdom come.

Recognition

AN INNOVATION in Government publicity appeared on a recent War Department release, issued to the press and radio in Washington. In addition to the regular newspaper release date included as a matter of course on all publicity handouts, a separate release date for radio was included, i.e., "For release in the a.m. papers of Tuesday, July 30, 1940. For release by radio commentators after 6 p.m. Monday, July 29, 1940".

MAJ. EDWARD BOWES, impressario of the CBS *Amateur Hour* sponsored by Chrysler Corp., has enlisted in the U. S. Coast Guard Reserve, and his 8-foot yacht *Edmar* has joined Flotilla No. 6 of the Coast Guard Reserve fleet. The yacht, powered with twin 300-horsepower engines and capable of 25 knots maximum speed, is subject to call for special duty at any time.


WOV
NO MATTER WHICH WAY YOU TURN – YOU CAN'T GET AWAY FROM IT . . .
WOV is one of New York's good stations
5000 Watts – DAY and NIGHT
1100 Kilocycles–CLEARED CHANNEL

Studio Notes

NETWORK RATE for station WSB, Atlanta, NBC-Red affiliate, will be raised, effective Sept. 1, from $360 to $400 per evening hour, William S. Hedges, NBC vice-president in charge of stations has announced. Increase follows the placing in operation of the station's new vertical radiator. Cut-in announcements will cost $33 at night, $17 by day, and $25 on Sunday afternoon. Mr. Hedges also announced that on July 13, cut-in rate for station KGHL, Billings, Mont., member of NBC's North Mountain group, available with either Red or Blue, became $10 at night, $5 day, and $7 Sunday afternoon.

KSD, St. Louis, has issued its Rate Card No. 17, to become effective Sept. 1. It carries moderate increases, but current contracts will be protected against increases until their expiration.

KOA, Denver, during July enjoyed the largest volume of national spot and local business in its history. 12.4% ahead of July, 1939, and 89.7% over July five years ago, according to General Manager Lloyd E. Yoder. Contributing to the KOA increase are several news sponsors, Manager Yoder having inaugurated the policy of selling news this year for the first time in KOA's history.

WCAU, Philadelphia, on Aug. 12 started a newspaper campaign using institutional copy on radio itself to increase listening. The campaign calls for 700 lines to be used weekly in the *Philadelphia Inquirer*, as part of a time for space swap, and a like number of lines in the *Philadelphia Bulletin*, a cash outlay with the account handled by the Donavon-Armstrong Agency, Philadelphia.

NEW rate card of WLW, Cincinnati, effective Aug. 15, will not change the rates themselves, but will change the method of computing discounts. Heretofore, discounts have been on a weekly value basis predicated on the amount of money spent. In the future, volume of time used will be the determining factor.

AN ALL-TIME record for July business is reported by A. Louis Read, commercial manager, of WWL, New Orleans. National spot sales were 51.4% ahead of July, 1939, and have increased 52% for the first seven months of 1940 over the same period last year. Total time sales, network, spot and local, are 33% ahead of 1939.

KRE, Berkeley, Cal., recently purchased the Royal Recording Co. and moved the firm's offices and studios to the KRE Bldg. To be operated under the same name, the company was purchased to facilitate station business and production and to offer advertising agencies complete commercial transcription and air-check service.

WDAS, Philadelphia, is arranging a listeners party for its recorded *Merry-Go-Round* to mark the program's anniversary. About 20 listeners who have not missed a single day during the past five years in writing in to the program will be the guests. One of these listeners, it was disclosed, has been requesting the same selection, "It's a Sin to Tell a Lie," for three years.

BOB EDGE, CBS hunting and fishing commentator, piled up 9,000 miles of air travel in the first two weeks of August as roving reporter. He covered and competed in the Southwest Texas Fishing Rodeo, surveyed fishing and hunting conditions in Mexico and passed a week in Los Angeles covering and participating in the California Fishing Derby. Before returning to New York he checked a Warner Bros. fishing picture for which he had written the script.

NEWLYWEDS are Bob Carter, announcer of WMCA, New York, who handles the Sunday night *Good Will Hour* on NBC, and Agnes K. Hermansen, of Ashland, Ky., a former United Airlines stewardess. They were married in New York July 30. The camera caught them at the Telephone Exhibit at the New York Fair. Carter, a World War flier, was formerly on the staff of WIP, Philadelphia.

WIS, Columbia, S. C., recently observed the 10th anniversary of its *Good Ship Treasure Chest* feature, conducted since its start by Leo Downs, WIS senior salesman. *Treasure Chest* alumni are now performing with orchestras in Washington, New York, and Chicago. During its 10 years the program has been sponsored continuously by 10 local merchants.

WKBZ, Muskegon, Mich., is rushing construction of its new auditorium to have it ready for use by Aug. 15, two weeks ahead of schedule, for the fall political campaign. The acoustically-treated auditorium, located just outside the business district, has a seating capacity of 800 and permanent broadcast and public address installations. The stage is regulation theatre size, with space for dressing rooms in the basement of the building.

WDAY, Fargo, N. D., observed "Radio Week" during the Red River Valley Fair in early August, using special studios at the fair grounds and various educational displays. A prominent feature was a transcription demonstration during which fair visitors were interviewed and given recorded copies of their remarks. The WDAY studios were open during the whole Fair week, and a series of special programs were carried.

A TOTAL of 86 artists have signed contracts with the recently organized WGN, Chicago, talent division, according to Noel Gersen, head of the department. The talent division, which is only one month old, takes over professional management of performers, booking them for engagements under terms of contracts signed. Included in the list of artists are 40 dramatic actors, 26 speakers and writers, 13 vocalists and seven announcers.

KPO-KGO, San Francisco, during June registered a 41½% increase in revenue over the same month in 1939, giving both outlets a half-year in which every month has shown a substantial increase. Totals for the six months show the stations up 27½% over the same period last year, with KPO's local sales in June 68% ahead of the corresponding figure for 1939.

KFYR, Bismarck, N. D., claims to have made the first flash after a tornado swept Dawson, 50 miles away. Wayne Griffin and Bob MacLeod flew over the scene in a chartered plane. Engineer Bob Watts made the trip in his own plane. A roundup of the tragedy was broadcast 2½ hours after it occurred.

WAAT, Jersey City, has assigned Bob Kieve as special correspondent to cover the current war games in the Northern New York area. WAAT is carrying three five-minute pickups daily from the area, in addition to Kieve's daily dispatches, along with the other three stations of the newly organized New Jersey State Network —WCAP, Asbury Park, WBRB, Red Bank, and WCAM, Camden.

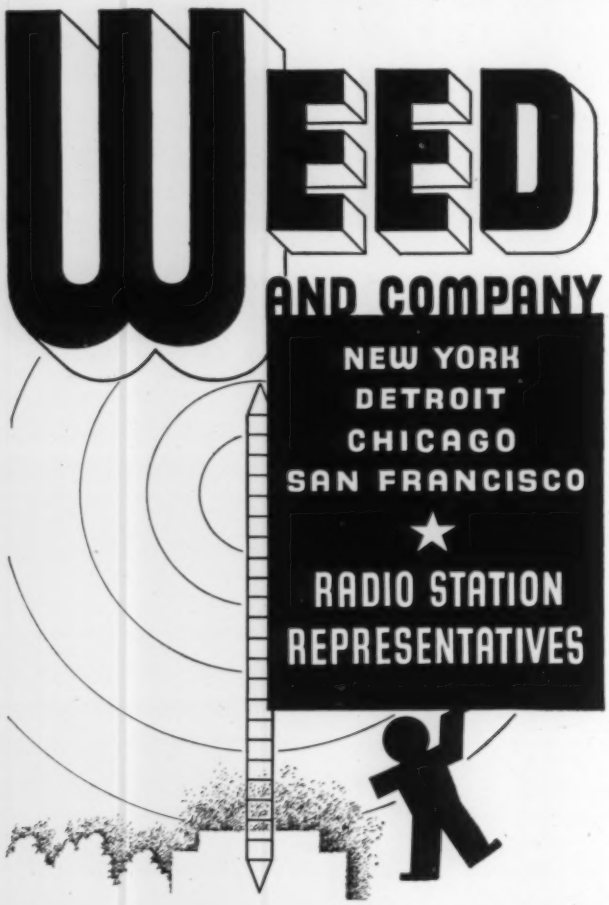
ZELLA DRAKE HARPER, who conducts the *Woman's Radio Club* on WIBG, Glenside, Pa., held an all-day outing August 14 for her listeners at Washington's Crossing, Pa.

AS PART of a national campaign to instruct Americans on what industry is doing to help the national defense measures, the National Assn. of Mfrs. has arranged for three broadcasts on CBS during which Edwin C. Hill, CBS news analyst, will interview three leading executives on the role industry has already assumed and its future plans. Colby Chester, chairman of the board of General Foods Corp. and director of the NAM, will speak on the first program Aug. 15; Charles Hook, president of the American Rolling Mill Co., speaks Aug. 29, and on Sept. 5, H. W. Prentis Jr., NAM president and president of Armstrong Cork Co., will be interviewed.

A NEAR-TORNADO blew down the new 525-foot vertical radiator at CBM, Montreal, but engineers under chief engineer R. A. Scantlebury had the station on the air in 45 minutes by utilizing the antenna system of the former CBM at Laprairie, Que., which was due for demolition within 10 days. CBM's new transmitter and antenna went on the air June 17 [BROADCASTING, June 15].

WDZ, Tuscola, Ill., in an attempt to survey the commercial possibilities of the 5-6 a.m. period, has started a sunrise program featuring five members of the stations talent staff and consisting of music, comedy and news. A careful check on locations of listeners reached by tabulating mail pull is being made. Photos of entertainers serve as bait.

WBAP, Fort Worth, and Texas Quality Network stations—WOAI, San Antonio, WFAA, Dallas, KPRC, Houston—are again credited with a Texas political victory with reelection of Gov. W. Lee O'Daniel. Gov. O'Daniel, for many years a radio sponsor on TQN stations, was elected in 1938 after a whirlwind radio campaign. R. C. Stinson, WBAP chief engineer, again accompanied Gov. O'Daniel on his 1940 political swing around Texas, making many TQN pickups during the 6,000-mile trip. With a total vote near 600,000, he received about 55% of the vote, again winning the Democratic nomination without a runoff. In Texas the Democratic nomination for Governor is tantamount to election.



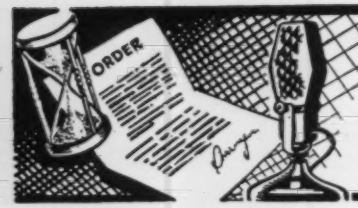
ATTENTION

But SELLING RADIO TIME demands another kind of attention!

Selling your market and your station demands a distinct and specialized sort of attention. That's where BROADCASTING comes in. For BROADCASTING hits the nail on the head when it comes to winning and holding the attention of time-buyers. BROADCASTING is 100% Radio all the time . . . nothing but Radio. It's fast and economical. It's tailor-made for you!

BROADCASTING
BLANKETS
TIME BUYERS!

They're Radio-Minded when they read **BROADCASTING**



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFBR, Baltimore

Armour & Co., Chicago, 520 *sa*, thru Lord & Thomas, Chicago.
Baldwin Labs., Saegertown, Pa. (Dwin), 33 *sp*, 78 *sa*, thru Yount Co., Erie, Pa.
Bristol-Myers Co., New York (Minit-Rub), 156 *sa*, thru Young & Rubicam, N. Y.
California Fruit Growers' Exchange, Los Angeles (Sunkist), 100 *sa*, thru Lord & Thomas, Los Angeles.
Chrysler Corp., New York (Dodge), 20 *sa*, thru Ruthrauff & Ryan, N. Y.
Commercial Credit Co., Baltimore, 91 *sp*, thru O'Dea, Sheldon & Canaday, N. Y.
Ex-Lax Inc., Brooklyn (proprietary), 42 *ta*, thru Joseph Katz Co., Baltimore.
Fels & Co., Philadelphia (soap), 65 *sp*, thru Young & Rubicam, N. Y.
Foster-Milburn Co., Buffalo (Doans remedies), 104 *sa*, thru Street & Finney, N. Y.
Franklin Institute, Rochester (school), 16 *sa*, direct.
General Electric Co., New York (lamps), 13 *sa*, thru BBDO, N. Y.
Lee Tire & Rubber Co., Conshohocken, Pa. (tires), 8 *ta*, thru Benjamin Eshleman Co., Philadelphia.
O'Sullivan Rubber Co., New York (heels), 168 *sp*, thru Bermingham, Castleman & Pierce, N. Y.
Procter & Gamble Co., Cincinnati (Camay), 260 *t*, thru Pedlar & Ryan, N. Y.
Reed Tobacco Co., Richmond (Chelsea), 91 *sa*, thru Warwick & Legler, N. Y.
F. G. Vogt & Sons, Philadelphia (canned scrapple), 8 *sp*, thru Clements Co., Philadelphia.

CKNX, Wingham, Ont.

Ralston Purina Co., Woodstock, Ont. (feeds), 3 *t* weekly, thru James Fisher Co., Toronto.
Northrop & Lyman Co., Toronto, Ont. (proprietary), 5 *sa* weekly, thru E. W. Reynolds & Co., Toronto.
Canadian National Carbon Co., Toronto (batteries), 6 *ta* weekly, thru Clark Locke Ltd., Toronto.
Tudhope Anderson Co., Orillia, Ont. (implements), 3 *sa* weekly, direct.
T. Eaton Co., Toronto (mail order), 36 *sa* thru A. J. Denne & Co., Toronto.
General Dry Batteries, Toronto, weekly, *sp*, thru A. McKim Ltd., Toronto.
Nova-Kelp Co., Toronto (proprietary), 6 *sa*, thru Benison Co., Toronto.

KGHF, Pueblo, Col.

Continental Baking Co., New York (Wonder bread), *sa* series, thru Benton & Bowles, N. Y.
Rainer Brewing Co., Los Angeles, *sa* series, thru Buchanan & Co., Los Angeles.

KROW, Oakland, Cal.

Gardner Nursery Co., Osage, Ia. (plants), 6 *t* weekly, thru Northwest Adv. Agency, Seattle.
Harvey's Chewing Gum Co., Oakland (gum), 3 *sp* weekly, direct.

KYA, San Francisco

Seaboard Finance Co., Los Angeles (finance), *sa* series, thru Smith & Bull, Los Angeles.

KGW-KEX, Portland, Ore.

Armour & Co., Chicago (Treet), 156 *t*, thru Lord & Thomas, Chicago.
Northam Warren Corp., New York (Cutex), 312 *sa*, thru J. Walter Thompson Co., N. Y.
General Foods Corp., New York (Post Toasties), 261 *t*, thru Benton & Bowles, N. Y.
P. Lorillard Co., New York (Friends tobacco), 26 *t*, thru Lennen & Mitchell, N. Y.
Bristol-Myers Co., New York (Minit-Rub), 156 *sa*, thru Young & Rubicam, N. Y.
Andrew Jergens Co., New York (Woodbury soap), 26 *sa*, thru Lennen & Mitchell, N. Y.
Wesson Oil & Snowdrift Sales Co., New Orleans, 364 *sa*, thru Fitzgerald Adv. Agency, New Orleans.

KOMA, Oklahoma City

Dr. Pepper Bottling Co., Dallas, 52 *sa*, thru Tracy-Locke-Dawson, Dallas.
Plough Inc., Memphis, 800 *sa*, thru Lake-Spiro-Cohn, Memphis.
White Labs., New York, 39 *sa*, thru William Esty & Co., N. Y.
Wesson Oil & Snowdrift Sales Co., New Orleans, 312 *sa*, thru Fitzgerald Adv. Agency, New Orleans.
Custodian Toiletries, Chicago, 66 *ta*, thru H. W. Kastor & Sons, Chicago.
BC Remedy Co., Durham, N. C., 312 *sa*, thru Harvey-Massengale Co., Atlanta.

KFRC, San Francisco

Fels & Co., Philadelphia (Fels Naptha soap), 3 *sp* weekly, thru Young & Rubicam, N. Y.
Langendorf Bakeries, San Francisco, *sa* series, thru Leon Livingston Adv., San Francisco.
National Funding Corp., Los Angeles (finance), 6 *sa* weekly, thru Smith & Bull, Los Angeles.
Chemical Distributing Co., Oakland-Cal. (Par Ful) 3 *sa* weekly, thru Sidney Garfinkel, San Francisco.

KSFO, San Francisco

Assn. of California Architects, Northern Section, San Francisco, weekly *sp*, direct.
Langendorf United Bakeries, San Francisco, 5 *sp* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Manhattan Soap Co., New York, (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

WABC, New York

New York Institute of Dietetics, New York, 2 *sp* weekly, thru Sternfield-Godley, N. Y.

WOR, Newark

Quaker Oats Co., Chicago (Farina), weekly *sp*, thru Sherman & Marquette, Chicago.
Maltex Co., Burlington, Vt. (cereals), 6 *sa* weekly, thru S. C. Croot Co., N. Y.
Liggett & Myers Tobacco Co., New York (Chesterfields), 2 *t* weekly, thru Newell-Emmett Co., N. Y.
Stanback Co., Salisbury, N. C. (headache powders), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

CKCL, Toronto

Dr. J. L. Lambert Ltd., Montreal, 26 *t*, thru J. Huot, Montreal.
Kik Ltd., Montreal (soft drink), 3 *ta* daily, thru Associated Broadcasters, Montreal.
Imperial Oil Ltd., Toronto (dealers), 2 *ta* daily, direct.
Morrow & Co., Toronto (coffee), 5 *sa* weekly, thru A. J. Denne & Co., Toronto.

KLBM, La Grande, Ore.

Sego Milk Products Co., Salt Lake City, 2 *t* weekly, thru Gillham Adv. Agency, Salt Lake City.
U. S. Bakery, Portland, Ore. (Franz bread), daily *sa*, thru MacWilkins & Cole, Portland.
Nesbitt Fruit Products Co., Los Angeles (orange juice), daily *ta*, thru Chas. H. Mayne Co., Los Angeles.

WFTM, Fort Myers, Fla.

Southern Brewing Co., Tampa, 6 *sp* weekly, thru Peninsular Adv. Agency, Tampa.
Tampa-Florida Brewery, Tampa, 12 *sa* weekly, thru McCarthy Adv. Agency, Tampa, Fla.
Gulf Oil Co., Pittsburgh, 2 *t* weekly, thru Young & Rubicam, N. Y.

KIEM, Eureka, Cal.

Bank of America, San Francisco, weekly *sp*, thru Charles R. Stuart, San Francisco.
Pacific Brewing & Malting Co., San Francisco, 7 *sa* weekly, thru Brewer-Weeks Agency, San Francisco.
Humboldt Creamery Assn., Eureka, Cal. (Challenge butter), 2 *sp* weekly, direct.

WMCA, New York

Warren Norge Co., New York (Farnsworth radios), 5 *sp* weekly, direct.
Johns-Manville Corp., New York (equipment), 30 *sa* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.

WROK, Rockford, Ill.

Sargent & Co., Des Moines (feed), 5 *sa* weekly, thru Fairall & Co., Des Moines.

"I told you they go everywhere!"

Pd. Adv.

KFYR, Bismarck, N. D.

Manchester Baking Co., Fargo, N. D., 5 *sa* weekly, thru Neisser-Meyerhoff, Chicago.
Dr. Andre Laboratory, Milwaukee (Naf-Sol), 26 *sa*, thru John Barnes Adv. Agency, Milwaukee.
Land-O-Nod Co., Minneapolis (mattresses), 3 *sa* weekly, thru MacKenzie Inc., Minneapolis.
Pure Oil Co., Chicago, *sa* series, thru Leo Burnett Co., Chicago.
Gamble Stores, Minneapolis, 6 *sa* weekly, thru BBDO, Minneapolis.
Russell Miller Milling Co., Minneapolis, 2 *sp* weekly, thru N. W. Ayer & Son, Philadelphia.
Johnson & Johnson, New York (Tex toothbrush), 6 *sa* weekly, thru Ferry-Hanly, Chicago.

KRE, Berkeley, Cal.

Dr. J. A. Campbell, San Francisco (chain dentist), 30 *sa* weekly, 26 weeks, thru John McEnroe Agency, San Francisco.
Southern Pacific Railway, San Francisco, 30 *sa* weekly, thru Lord & Thomas, San Francisco.
Seaboard Finance Co., Los Angeles, 60 *sa* weekly, 52 weeks, thru Smith & Bull, Los Angeles.
McCoy Health Institute, Los Angeles, 6 *sp* weekly, 52 weeks, thru Barton A. Stebbins Adv., Los Angeles.
Lee Ann Beauty Schools, Los Angeles, 5 *sp* weekly, direct.

KUIN, Grants Pass, Ore.

Neighbors of Woodcraft, Portland, Ore. (fraternal life insurance), 2 *t* weekly, direct.
Gospel Broadcasting Assn., Los Angeles, weekly *t*, thru R. H. Alber Co., Los Angeles.
W. P. Fuller & Co., San Francisco (paint), 2 *ta* weekly, thru McCann-Erickson, San Francisco.
Sasa Co., Portland, Ore. (hair tonic), 2 *sa* weekly, direct.
Par Soap Co., Oakland, Cal. (Par soap), 3 *sa* weekly, thru Tomaschke-Elliott Adv., Oakland, Cal.

KPO, San Francisco

Panama Pacific Line, San Francisco, 5 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Southern Pacific Co., San Francisco (railway), *ta* series thru Lord & Thomas, San Francisco.
Chemical Distributing Co., Oakland, Cal. (Par-Ful), 4 *sa* weekly, thru Sidney Garfinkel Agency, San Francisco.
Andrew Jergens Co., Cincinnati (soap, cosmetics), 3 *ta* weekly, thru Lennen & Mitchell, N. Y.

KFI, Los Angeles

White Labs., New York (Chooz), 3 *ta* weekly, thru Wm. Esty & Co., N. Y.
Andrew Jergens Co., Cincinnati (Woodbury soap), 3 *ta* weekly, thru Lennen & Mitchell, N. Y.

WHBC, Canton, O.

General Baking Co., New York (Bond bread), 19 *ta* weekly, thru BBDO, N. Y.
Pure Oil Co., Chicago, 26 *sp*, thru Leo Burnett Co., Chicago.

WQXR, New York

Gambarelli & Davitto, New York, (Swiss Colony wines and G & D vermouth) 6 *t* weekly, 52 weeks, thru De Biasi Adv., N. Y.

WHN, New York

Jean Jordeau, South Orange, N. J. (Zip hair remover) 5 *sa* weekly, 4 weeks, thru James R. Flanagan, N. Y.

KOY, Phoenix

Wesson Oil & Snowdrift Sales Co., New Orleans, 4 *sa* daily, thru Fitzgerald Adv. Agency, New Orleans.

WDRC, Hartford

Burnham & Morrill Co., Portland, Me. (baked beans), 52 *sa*, thru Lavin & Co., Boston.

Radio Advertisers

S. C. JOHNSON & Co., Racine Wis. (Wax-O-Namel), has added WSAI, Cincinnati, and WSUN, St. Petersburg, Fla., to its list of stations scheduled to carry four-weekly one-minute live announcements starting Sept. 3 [BROADCASTING, Aug. 1]. Thirty-one stations are to be used in the campaign.

ROMA WINE Co., San Francisco (wine) on Aug. 2, launched a transcribed version of *World's Fair Party*, released over Don Lee-Mutual stations on the Coast, on WRR, Dallas, for 26 weeks, Fridays, 7:30-8 p. m. Agency is Cesana & Associates, San Francisco.

AUTO dealers in the St. Louis area are participating in *The Automotive Hour*, new KWK program in which each dealer sponsors a daily 50-word announcement during the hour.

PROCTER & GAMBLE, Cincinnati, on Aug. 5 started sponsorship of a five-weekly quarter-hour transcribed series of *The Gospel Singer* on WGN, Chicago, on behalf of American Family products. Contract which runs through Aug. 1, 1941, was placed by H. W. Kastor & Sons, Chicago, the agency handling the account.

THE PEP BOYS, chain auto supply dealers, with headquarters in Philadelphia, sponsors six hours daily of the overnight programs on WIP, Philadelphia, on a long-term contract. The single-sponsor after-midnight show, chiefly recordings, more than justifies the 24-hour operation of WIP, the station says.

AUTOMOBILE DEALERS Assn. of Des Moines, is sponsoring a series of seven shows daily on KSO-KRNT, Des Moines, in a mid-summer promotion emphasizing the possibility of advanced auto prices for fall and winter. The campaign, originally scheduled for two weeks, was renewed because of the success of the first two weeks.

NELSON BROS. STORAGE & FURNITURE Co., Chicago chain, on Oct. 1 renews for 52 weeks its six-weekly half-hour *Musical Clock* programs, thrice-weekly quarter-hour *Man on the Street* and thrice-weekly quarter-hour *Rhythm Off the Record* on WBBM, Chicago. Account is handled by Morton Adv. Service, Chicago, and has been on WBBM since July, 1933.

NATIONAL TEA Co., Chicago, has renewed for 13 weeks, effective Aug. 16, its musical-quiz game, *Cartune-O*, featuring Harold Stokes and his orchestra and Bill Anson as m.c., on WGN, Chicago. Schwimmer & Scott, Chicago, is agency.

P. LORILLARD Co., New York, on Aug. 19 begins daily participation on *Make Believe Ballroom* for Old Gold cigarettes on WNEW, New York, 6:30-6:45 p.m. Axton-Fisher Tobacco Co., Louisville, formerly sponsored the period thrice weekly for Twenty Grand. Lennen & Mitchell, New York, handles the Lorillard account.

COMMUNITY OPTICIANS, Long Island City, N. Y., on Aug. 18 will start *Zeke Manners & His Gang* on WNEW, New York, Monday through Saturday, 7:30-7:45 p.m. and Sundays, 11 a.m.-12 noon. Company also will sponsor 12 quarter-hours weekly on Martin Block's *Make Believe Ballroom*, and 24 five-minute announcements weekly on WNEW. Account is handled direct.

CARTER COAL Co., Washington, D. C., on Aug. 11 started a weekly half-hour transcribed drama, *Hermit's Cave*, on WBBM, Chicago, heard Sundays, 9:30-10 p.m. Ralph H. Jones Adv. Co., Cincinnati, placed the contract.

A NEW program gets a going-over as Capt. E. D. C. Herne (center, seated), newscaster and World War flyer, chats with associates on the Skelly Oil Co. news commentary on NBC-Red [BROADCASTING, July 15]. Joining the discussion are K. D. Fry (left, seated), NBC-Chicago, special events and news manager; William Waddell, NBC salesman (standing) and David Dole, of the radio department of Skelly's agency, Henri, Hurst & McDonald.

Authentic

BAWLING BOVINES in nearby stockpens supply real-life sound effects for the new *Market Roundup* quarter-hour on KGKO, Fort Worth. On the initial program startled listeners phoned the station to inform that bellering was leading into KGKO mikes from somewhere. The *Market Roundup* series will run 26 weeks under sponsorship of the Fort Worth Stockyards Co. and commission companies operating at the stockyards.

Food-Beverage Sponsor To Return in Fall With Divorce Series on CBS

THE Food & Beverage Broadcasters Assn., through its agency, Brisacher, Davis & Staff, San Francisco, has announced it again will sponsor the radio drama *I Want a Divorce* this fall, starting Oct. 5 on a nationwide CBS Saturdays, 7:30-8 P.M. (EST) for 26 weeks. Last season *I Want a Divorce* was released on 72 NBC stations throughout the country.

Several weeks ago Food & Beverage Broadcasters Assn. stated that *I Want a Divorce* was to be replaced by *Hollywood Holiday*, a variety show, but with a movie of the same title starring Joan Blondell and Dick Powell soon to be released, the tie-in possibilities were too good to pass by, according to Mr. Brisacher.

The agency head stated that a Hollywood feminine name, yet to be announced, will play the lead in the new series, with two guest stars weekly as human interest features. Lou Forbes will again direct music with Van Fleming in charge of production.

Wait-Cahill Series

WAIT-CAHILL Co., Decatur, Ill. (Green Mt. Cough Syrup), has placed direct a spot campaign on KWTO, Springfield, Mo.; KFVS, Cape Girardeau, Mo.; WSOY, Decatur, Ill.; WDZ, Tuscola, Ill.; KWOC, Poplar Bluff, Mo.

Quaker State Network To Carry Fels Program

QUAKER STATE NETWORK, regional network in Pennsylvania keyed from WFIL, Philadelphia, will be utilized for non-political commercial broadcasting for the first time by Fels Naptha Soap Co. when *Golden Bars of Melody*, sponsored by the soap company on WFIL and WSNJ, Bridgeton, N. J., expands Aug. 19 to include seven of the regional network stations in Eastern Pennsylvania.

The expansion was handled direct by Roger W. Clipp, WFIL general manager, with Cyril G. Fox, sales and advertising manager for Fels Naptha in Philadelphia. Deciding to take advantage of the coverage facilities offered by the Quaker State Network in Pennsylvania's industrial area, Fels has added WGAL, Lancaster; WKBO, Harrisburg; WSAN, Allentown; WORK, York; WEST, Easton; WRAW, Reading; and WAZL, Hazelton. The contract covers 52 weeks, Monday, Wednesday and Fridays, 10-10:15 a.m. The program started at WFIL on May 13 and is carried at the same time by WSNJ, which has a separate tie-up with WFIL for commercial and sustaining programs.

Mr. Clipp originally conceived the regional network to meet the requirements of the 1936 political campaign and had since been utilized for political broadcasts. WFIL acts as the key station and sales agent for the network, with Mr. Clipp serving as co-ordinator.

Atlantic Refining Plans Six Yale Games on WOR

ATLANTIC REFINING Co., Philadelphia, in the interests of its gasoline and oil products will sponsor six Yale football games on WOR, Newark, for the fourth consecutive year. The company also will sponsor WOR's broadcasts of three other gridiron events. Announcer for the series of broadcasts has not yet been decided, according to N. W. Ayer & Son, Philadelphia, the agency. Bill Slater handled the microphone last year.

Schedule follows: Ohio vs. Pittsburgh, Sept. 28; Penn vs. Yale, Oct. 12; Yale vs. Dartmouth, Oct. 19; Yale vs. Navy, Oct. 26; Yale vs. Brown, Nov. 2; Yale vs. Cornell, Nov. 9; Penn vs. Army, Nov. 16; Yale vs. Harvard, Nov. 23; Brown vs. Columbia, Nov. 28.

STANDARD OIL Co. of Indiana (Red Crown products), on Sept. 28 will start sponsorship of half-hour periods before and after Minnesota U football games featuring the orchestra of Halsey Hall, football scores and highlights of various football games being played on the day of the broadcasts. Contract will run for nine weeks with programs originating at KSTP, St. Paul, and fed to the Minnesota Radio Network which comprises, in addition to the Twin City outlet, KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud; and to the Arrowhead Network of WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia. McCann-Erickson, Chicago, handles the account.

LARGE colored posters of the American flag, with the simple sub-caption "God Bless America" are being distributed by the Polish Broadcasting Bureau, Joseph F. Mikolajczak and WHLD, Niagara Falls, which is part of one of the largest Polish population areas in the country.

TRANSCRIPTION TOPICS by the LITTLE TAILOR

OF DISCS AND MEN

Chee tell me more about de rabbets, Boss.

Well . . . some day we're going to have a Big Office. With a Big Storeroom. A place to keep the discs.

Yeah. A place for rabbets. An I'm gonna take care of the rabbets, huh, Boss?

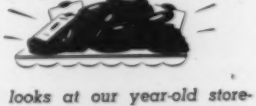
*Sure, Lennie. You can stack the discs neatly, rabbet upon rabbet.**

THAT WAS last year. And we did get a Big Office. With what seemed like a Big Storeroom. And it was something out of House Beautiful.

AND THEN, as always, we increased the number of monthly releases for the Library. And our neat hutches began to bulge a bit.

AND THEN, the SPOT-ADS for subscribers. One, Two and now Three series. (Series Three is for Furniture Stores, you know; they're called "Minute Fun Quizzes", conducted by Harold Isbell—a new high in original, potent spots).

AND NOW our new Tax-free Library. Visitors come in, and we burrow for audition discs of the bright new BMI's, the outstanding PD arrangements, originals, ad infinitum.



He looks at our year-old storeroom and a wild look comes into his eyes. We begin soothingly: "Some day we're going to have a Big Storeroom. With lots of room for the rabbets." . . . (Poor guy. He'll never live to see the day. Not in this constantly and rapidly expanding business . . . You know how rabbets are!)

*Rabbets: grooves.

Are Your Transcriptions Up to Standard?

Standard Radio
TAILORED TRANSCRIPTION SERVICE
CHICAGO • HOLLYWOOD

WSPA
South Carolina's FIRST!
SPARTANBURG
In The Heart Of The
CAROLINAS
WSPA BLANKETS
The Best Balanced
Market In The South
ENUFF SAID!
1000 Watts • 920 Kc.
Walter Brown, Gen'l. Mgr.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS TRIBUNE and TIMES TRIBUNE.
FREE & PETERS, INC. — Natl. Rep.

FM Station

(*Continued from page 36*)

rod sticks up for a quarter-wave while a larger pipe, circling the neck of the original pipe, extends down for exactly the same distance. Total length of large pipe and rod equals a half-wave, or, for W2XOR, slightly more than 11 feet. Each coaxial antenna must be tailor-made to match the station's wave. The slender pipe is filled with nitrogen gas at 30 pounds pressure, preventing corrosion inside the pipe, increasing the efficiency of its insulation and acting as a gauge of any cracks in the pipe, as a drop in gas pressure would immediately show the engineer that something was wrong.

Program Problems

That, in essence, is the road traveled by a W2XOR signal from artist to antenna. The next question is what kind of programs the station is planning for FM transmission. According to Mr. Poppele, W2XOR will start by broadcasting the same programs as WOR in the main, except that it will broadcast MBS programs originating in New York but not heard on WOR. For example, while WOR carries the baseball games in the afternoon, musical programs are being sent to the network and these are also heard over W2XOR.

"FM programing has to develop gradually," he declared. "If we attempted to broadcast a complete program schedule for W2XOR only, the cost would be prohibitive. What we are doing is to build an increasingly large number of high-fidelity musical programs and to broadcast them from Studio One on both WOR and W2XOR. The new studio equipment, incidentally, has resulted in a noticeable improvement in the quality of WOR's transmission, although of course it lacks the wide-range clarity and freedom from noise of the FM system.

"After Jan. 1, W2XOR will have one daytime and one evening hour of its own programs, in accordance with FCC regulations. These programs will probably be musical, featuring the light orchestral and semi-classical tunes which best display the wide-range advantages of FM broadcasting. As the FM audience increases and as we learn more about the program potentialities and limitations of this new medium, we shall undoubtedly increase the amount of exclusive FM programs. We shall also gradually remodel and re-equip all of our studios to meet FM requirements. Here again, however, the process will be gradual. As new a thing as FM is bound to have many improvements in a relatively short time and if we rebuilt all of our studios to the best of today's standards, we should probably find them all out of date in a couple of years. A program of gradual expansion seems to be far more practical, from both an engineering and a financial viewpoint."

Robinson to Agency

KEN ROBINSON, since April, 1937, continuity editor of the NBC Central Division, resigned Aug. 12 to accept the post of program director of Neisser-Meyerhoff, Chicago agency. Nelson Shawn continues as radio director of the agency with Mr. Robinson's duties comprising the editing, directing and in some cases writing of programs produced and placed by the company. He is author of *Dan Harding's Wife* and *The Adventures of Dari-Dan*, both of which have been heard over NBC. A graduate of Chicago Central School of Commerce where he majored in advertising, Robinson has been, in turn, circulation promotion manager of the *Chicago American*, news commentator for the *Chicago Herald & Examiner*, assistant continuity editor of NBC, Chicago, then attaining the position he held before his resignation.

Mr. Robinson

Agencies

PRESTON H. PUMPHREY, radio director of Warwick & Legler, New York, has resigned, announcing no future plans. Although the agency has not officially named a successor, it is understood Tevis Huhn, Mr. Pumphrey's assistant since last fall, will take over the position.

JOE BIGELOW, of the New York office of J. Walter Thompson Co., left for California Aug. 2 to help write the *Kraft Music Hall* script, substituting for Carroll Carroll who is ill. Stan Quinn was shifted from the Coast to New York to take Mr. Bigelow's place and work on his accounts.

V. M. WALLACE, formerly vice-president and a director of Tracy-Locke-Dawson, has joined the New York office of Roy S. Durstine.

V. T. MERTZ, formerly advertising manager of Associated Distributors (cosmetics), has joined H. W. Kastor & Sons Adv. Co., Chicago, as account executive on Procter & Gamble business.

J. C. RIGGS, formerly assistant general sales manager of Hecker Products Corp., New York (H-O division), has joined Erwin, Wasey & Co., Chicago, as account executive.

TOM DENTON, formerly account executive of W. E. Long Co., Chicago advertising agency, has joined H. W. Kastor & Sons, same city, as account executive.

HELGA WERNBLAD, time and space buyer of Benson & Dall, Chicago advertising agency, has announced her marriage June 28 to Harry Wille.

HUBERT R. DOERING, formerly with Anheuser-Busch, General Motors and Schlitz Brewing Co., has joined Compton Adv., New York in an executive capacity.

STEPHEN M. KENYON, formerly with Lord & Thomas and J. Walter Thompson Co., New York, has joined Donahue & Coe, New York, in an executive capacity.

RAVETT ADV. AGENCY, New YORK, has been dissolved and Charles Ravett on Aug. 1 joined Picard Adv., New York, in an executive capacity, handling his former accounts.

A. B. STEWART, formerly with the *New York Herald-Tribune*, is now an account executive with A W Adv., New York.

BILL MOORE, Hollywood programs supervisor of Wm. Esty & Co., will be in New York until Sept. 1, for conferences with home office executives on fall radio activities. During his absence, Helen Phillips and Bernie Dougall of the New York office, are in Hollywood supervising activities.

H. W. KASTOR & SONS, Chicago, has expanded its facilities to include executive offices on the 17th floor of the London Guarantee & Trust Building, 360 No. Michigan Ave. The firm also occupies the entire 12th floor of the same building.

DALE FISHER, copywriter for Aubrey, Moore & Wallace Inc., Chicago, has joined the Chicago copy staff of Young & Rubicam. He is the former principal of Dale Fisher, Advertising, and was a retail copywriter for Marshall Field & Co.

GRANT ADV., Chicago, has opened a New York office in Rockefeller Center. John C. Morrow, formerly in charge of the company's Dallas office, is manager and George Bell, previously in the Chicago office, production manager. Telephone number is CIrcle 5-4484.

Wide World Photo

THE BEAUTEOUS Loretta Young, film star, on July 31 became the bride of Tom Lewis, manager of the Young & Rubicam radio department. They were married at Westwood, Cal., after a romance that began when she appeared on one of the radio programs Lewis was supervising. Miss Young is 27, Mr. Lewis 38.

Radio Advertising Corp. And Gellatly Are Merged

RADIO ADVERTISING Corp., New York, and Gellatly Inc. on Aug. 1 merged and will continue to represent stations now on the lists of both companies. The program production department of Gellatly Inc. also will continue under the new firm, operating as Radio Advertising Corp. New York offices are at 9 East 40th St., with branches in Chicago, Cleveland, Detroit, St. Louis and San Francisco. Officers of the new company are W. B. Gellatly, president; Walter I. Tenney, secretary-treasurer; L. J. F. Moore, vice-president.

Stations represented by Radio Advertising Corp. include WHK-WCLE, Cleveland; WKBN, Youngstown; WHKC, Columbus; WIP, Philadelphia; WING, Dayton; WCAR, Pontiac; WTOL, Toledo; WJHL, Johnson City; KPAC, Port Arthur, Tex. WOLF, Syracuse, formerly represented by Gellatly Inc., will transfer to the new company, it was announced. The program production department will be directed by Gene Stafford.

Gannett Buys Paper

WITH the recent retirement of Joseph R. Brandy as publisher of the *Ogdensburg* (N.Y.) *Advance-News*, and his son Joseph R. Brandy Jr.'s inauguration of the new WSLB in Ogdensburg last April, it was announced that the Frank E. Gannett publishing interests have purchased that newspaper and suspended publication. The Sunday edition will be continued, and the *Advance-News* has been merged with Gannett's *Ogdensburg Journal*, leaving one daily in the city. The Gannett Newspapers have no radio station in Ogdensburg but own, control or have part interest in WENY, Elmira; WHEC, Rochester; WOKO-WABY, Albany; WHDL, Olean, N. Y.; WTHT, Hartford; WDAN, Danville, Ill. In each of these cities Gannett publishes a newspaper.

Representatives

ROBERT BRAUN, who recently resigned as radio department head of Edington-Vincent, Hollywood talent agency, has been appointed Pacific Coast representative of KMBC, Kansas City, and will be headquartered in the former city. Deal was closed with Arthur Church, head of the station when he was in Hollywood during late July. Nat Wolff Inc., newly-formed Hollywood agency, will represent the radio activities of Edington-Vincent.

GIL BERRY, formerly of The Katz Co., Kansas City office, and one-time All-American football player of Illinois U, has joined the spot sales department of the NBC entral Division, Chicago.

WILLIAM G. RAMBEAU Co., national representatives, has released a 15-page booklet titled *Radio Follies of 1940* in which the business of station representation is depicted from its many angles. Tone of the book is humorous leaving reader to draw his own conclusions as to what differentiates a good representative from a bad one.

WTSP, St. Petersburg, Fla., has appointed Radio Adv. Corp, as its national representative.

CKCL, Toronto, has appointed Joseph Hershey McGillvra, Montreal, as Quebec representative as of Aug. 15, and is expected to appoint the firm as its exclusive representative in the United States.

WBNX, New York; KLPM, Minot, N. D., and WICA, Ashtabula, O., have appointed Furgason & Walker Inc. as exclusive national representatives.

GEORGE P. HOLLINGBERY Co. has been appointed national representatives for WSAV, Savannah, Ga.

FORJOE & Co., New York, has been appointed national representatives of two New Jersey stations, WCAP, Asbury Park, and WBRB, Red Bank.

JEANNE ROUSSEAU, secretary in the New York office of George P. Hollingbery Co., station representative, on July 15 married C. A. Collins, an engineer with Charles Bruning Co., New York.

TSN Gets Dismissal

SUIT for $10,438 by Tested Radio Features, former New York company producing *Calling All Cars*, against Texas State Network was dismissed July 25 in New York Supreme Court by Justice Timothy A. Leary. He ruled the court had no jurisdiction over the complaint, served on Frank S. Fenton, former TSN employe, since TSN had no office in New York State at the time [BROADCASTING, June 15]. Plaintiff charged that TSN had refused to pay for use of its program twice weekly for 26 weeks following an agreement March 29, 1939. TSN stated that discussions had been held on that date, but that no binding contract had been signed.

Pan American Discs

HONORING the 50th year of the Pan American Union, the Office of Education has released a 30-minute transcription, *This New World of Peace*, tracing the building of cooperative peace in the western hemisphere. Produced for general use by radio stations and schools, the 16-inch record is sold at the cost price of $3.75 through the Educational Radio Script Exchange, of the U. S. Office of Education, Washington. A special listener-aid booklet, "The Americas, a Panoramic View", has been prepared by the Pan American Union to encourage supplementary study of Western Hemisphere unity.

A feature of a current sponsored, five-a-week quarter-hour spot program is a song book, offered to the radio audience for 15c each. Latest results show that of the twelve selected stations on which the offer is made, WMC is leading in pulling the response ... leading by a margin of NEARLY TWO TO ONE the second place station ... leading a list that includes FIVE FIFTY THOUSAND WATT STATIONS!

You can't beat that for results!

ACTUAL STANDINGS OF TWELVE STATIONS IN MAIL COUNT AS OF AUGUST 1st, 1940

Rank	Stations	Power (Day)
1st	WMC	5,000 WATTS
2nd	A	50,000 "
3rd	B	50,000 "
4th	C	5,000 "
5th	D	50,000 "
6th	E	5,000 "
7th	F	50,000 "
8th	G	5,000 "
9th	H	5,000 "
10th	I	50,000 "
11th	J	5,000 "
12th	K	5,000 "

Details furnished upon request

5,000 WATTS DAY **WMC** 1,000 WATTS NIGHT

MEMPHIS

★ NBC RED NETWORK ★

OWNED AND OPERATED BY

THE COMMERCIAL APPEAL

"The South's Greatest Newspaper"

NATIONAL REPRESENTATIVE: THE BRANHAM CO.

Member of South Central Quality Network

WMC Memphis • **KWKH-KTBS** Shreveport • **KARK** Little Rock
WSMB New Orleans

AGENCY Appointments

ALBERT LABS., Chicago (Respirine), to First United Broadcasters, Chicago, with plans for fall spot campaign.

ARMAND Co., Des Moines (cosmetics), to Russell M. Seeds Co., Chicago, planning radio in fall.

GRACELAND MANAGEMENT Corp. and Restland Management Corp., New York (memorial parks), to Green-Brodie, New York. Radio, newspapers and direct mail will be used.

D'ARRIGO BROS. Co., Boston (Andy Boy broccoli), to Chambers & Wiswell, Boston.

HILLS BROS. Co., New York (Dromedary cake and frosting mix), to Biow Co., N. Y.

ERNEST C. GUTH Inc., Baltimore (Guth Cola & Chocolate Drink), to Frank D. Webb Adv. Agency, Baltimore. Using radio.

ITASCA WEAVERS GUILD, Itasca, Tex. (fabrics), to Rogers & Smith Adv., Dallas. Using radio and other media.

PLASTIC CREATIONS, Atlantic City (Aer-Flo glass knife), to Jack Yarmov & Co., N. Y.

J. A. FOLGER & Co., Kansas City (coffee), from the New York to the Chicago office of Lord & Thomas.

A. E. STALEY MFG. Co., Decatur, Ill. (laundry starch, table syrup), to Blackett-Sample-Hummert, Chicago. Radio to be included in media plans.

TIME BUYING for the J. A. Folger & Co., coffee account, now is being handled by the Chicago office of Lord & Thomas instead of the New York office, the agency has announced. The change was effected for convenience, Folger's head office being in Kansas City, and Howard Johnes, account executive, having his headquarters in the agency's Chicago office. Folger sponsors *Judy & Jane*, five-weekly transcribed serial on 25 stations.

WSLS will be the call letters of the new local in Roanoke, Va., authorized by the FCC [BROADCASTING, Aug. 1]. It will be operated by the Edward A. Allen interests, operating WLVA, Lynchburg, and WBTM, Danville.

Miller Reports to Convention

(Continued from page 24)

Miller report. He said he believed adoption of the code was a distinct step forward and that it has proved its value during the past year and will continue to grow in usefulness. Expressing gratitude to the Code Committee and Chairman Edgar Bill of WMBD, Peoria, he said it was particularly pleasing to mention that the American Trade Assn. executives bestowed a certificate of honorable mention on the NAB for the code, citing it as the "achievement of instituting a system of self-regulation designed to make further Government regulation or control unnecessary, and which will deserve and earn public confidence."

Consumer Movements

In public relations, Mr. Miller said the NAB had made great strides, working with educational, consumer, newspaper and other groups, bringing a marked change in the attitude of educators. The idea that education needed more time on the air has been abandoned, he said, because of the realization that education needs not more but less time on the air, and more time in preparation and rehearsal. Pressure for legislation to set aside specific time for educational programs has therefore been eliminated, he said.

Discussing consumer movements, Mr. Miller declared advertising has been under attack from several angles. These attacks, he said, are premised on the allegation that advertising is wasteful and burdensome to the consumer and gives an undue advantage to large companies, fostering monopoly. They are not directed against abuses in the use of advertising but against advertising as a business tool.

Because this movement is viewed as a serious threat to radio and to all media, the NAB has participated in a counter movement to convince consumers, educators and public officials of the specific economic benefits and social improvements gained through advertising. NAB has taken an active part in the work of various committees and has been represented at every consumer relations conference during the last two years. Preparation now is under way for a program to demonstrate the contribution made by advertising to improve consumer service and lower consumer costs, he revealed.

Mr. Miller observed that much of the change toward friendliness in the attitude of newspapers to radio is attributable to the excellent manner in which radio has acquitted itself in the war crisis and the use by radio of newspaper war correspondents. This cooperation, he said, "constitutes a noteworthy chapter in this relationship".

FCC License Forms

In labor relations, he said the industry has operated without any major trouble and generally speaking, the relationship with organized labor is friendly. The average weekly pay check of $45.20 for radio is believed to be the highest in all industry. Labor, he declared, "is a friend of the American system of broadcasting".

The new FCC license forms (301 for standard broadcasting and 319 for FM) were interpreted by Mr. Miller as imposing an excessive burden upon applicants. Stating broadcasters are in sympathy with the Commission's desire to secure full information regarding qualifications of applicants, he said nevertheless that many questions can be modified to relieve applicants of considerable burden without unduly increasing the work of the Commission. He was hopeful that by cooperative effort, the excellent results obtained by the NAB in conferences with the FCC on the program log recommendations could be duplicated in connection with the license forms. Adoption by both political parties of platform planks recognizing free radio, Mr. Miller said, was not only a well-deserved recognition of the importance of radio but indicates that the leaders of Congress are well aware of radio's problems. It "encourages us", he said, "to believe that helpful legislation may be enacted in the not too distant future, giving to American radio by law the dignity and protection that has already been given by public opinion."

MEDIA ALLOTMENTS ANALYZED BY ANPA

NETWORK RADIO, which promises to establish new sales records during 1940 [BROADCASTING, July 15], received $82,099,840, or 21% of the total of $383,390,357 which national advertisers spent in 1939 in newspapers, magazines, farm journals and chain radio, according to a study issued July 29 by the research and promotion department of the Bureau of Advertising, American Newspaper Publishers Assn.

Expenditures in the other three media, the study reveals were: Newspapers, $151,861,463, or 40%; magazines $136,610,073, or 36%; farm journals, $12,818,981, or 3%.

Advertising expenditures are broken down into 23 classifications, of which the grocery field spent the largest sum, $91,062,010, or 23.7% of the entire national advertising expenditures of all types of business. The nine next largest classifications in the four media combined were: Automotive, $59,593,591; toilet requisites, $42,881,384; tobacco, $33,938,103; medical, $25,661,289; alcoholic beverages, $25,059,236; housing equipment, $18,104,970; transportation, $13,405,575; wearing apparel, $10,653,740; industrial, $10,591,023.

Maximax May Add

MAXIMAX Inc., Chicago (Tally Soap), is currently running a test campaign of twice-daily one-minute announcements on WOC, Davenport. Account will probably expand in the near future, according to Arthur Kohn, account executive of Stack-Goble Adv. Agency, Chicago.

COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN!
WKZO
KALAMAZOO
1000 WATTS ... 590 KILOCYCLES
KALAMAZOO
GRAND RAPIDS
SERVING 708,596 PEOPLE IN THIS AREA
176,350 RADIO FAMILIES
FULL TIME OPERATION—18 HOURS DAILY
SERVING MICHIGAN'S SECOND LARGEST MARKET
THE KALAMAZOO AND GRAND RAPIDS AREA
Representative HOWARD H. WILSON New York • Chicago • Kansas City • San Francisco
JOHN E. FETZER President and General Manager

Directional over New York
Now! 5000 WATTS DAY and NIGHT
WBNX
YOUR BEST NATIONAL SPOT BUY
A NEW APPROACH TO THE NEW YORK MARKET

Conscription Talk Irks Communists

Party Asks Station Time for Reply to Bill's Sponsors

CHARGING that supporters of the pending Burke-Wadsworth conscription bill have received broadcasting time on New York radio stations considerably out of proportion as compared with time given to opponents of the bill, the Communist Party of New York on Aug. 1 sent a letter to the directors of special events departments of all radio stations in Greater New York, requesting time for Israel Amter, chairman of the party, to express his views on the bill and to state why his party opposes its adoption.

Reference to Code

Copies of the letter were sent to the FCC and the NAB, as well as to the presidents of MBS, CBS and NBC. In the letter, signed by Edward Morris, press representative for the party, it was stated that "the request for time is in conformity with the self-adopted code of the NAB, the principles of which call for the broadcasting of varying views on important issues."

In view of the fact that MBS has set up its *American Forum of the Air* on WOR, Newark, especially "for controversial issues of this type", that network will probably not assign time outside of the forum hour for such a discussion, although it would not confirm or deny this view. Neither CBS nor NBC would "comment" on the Communist letter nor would officials state whether a formal reply would be made to the request.

NBC has had a similar decision to make recently in connection with the conscription bill following a speech in favor of it broadcast July 29 by Grenville Clark, chairman of the National Emergency Committee of the Military Camps Assn. Hearing the talk, a spokesman for *New Masses* requested NBC to give it free time to express its views on the matter. NBC, feeling that it had given both sides of the issue considerable time on its networks and that the *New Masses* was not a magazine expertly qualified to give opinions on the subject, turned down the request.

Infringement Suit

AN INFRINGEMENT of copyright suit has been filed in U. S. District Court at Los Angeles by Samuel J. Warshawsky against CBS, International Silver Co., Young & Rubicam and others. The voluminous complaint charges that in March, 1939, the defendants presented, without permission, on a CBS *Silver Theatre* broadcast, a sketch titled "For Us a Living", which the plaintiff alleges was plagarized from his original story, "Our First Mrs. President". Warshawsky seeks an accounting and damages.

WWL to Disaster Scene

WWL, New Orleans, fulfilled its public service duties early in August by offering its facilities to aid storm-devastated areas in Louisiana, Mississippi, Florida and Texas. During the emergency the station broadcast bulletins, warnings and various special programs, including transcribed on-the-scene descriptions and interviews. Remote activities were handled by Jimmie Willson, WWL program manager, and Engineer Bob Lawton, who accompanied Rev. Percy A. Roy, S. J., president of Loyola U, to the disaster scene.

Gem Razor Test

AMERICAN SAFETY RAZOR Corp., Brooklyn, N. Y., on Aug. 5 started a month's test campaign for Gem Safety razors on WEEI, Boston, using daily spot announcements to promote a special offer at varied times between 6:59 a.m. and 11 p.m., in addition to evening temperature reports and Sunday news bulletins. Through its dealers, the company is offering a special package for 59c containing the new Gem clog-pruf razor with five blades and a 50c tube of Barbasol, with "mystery shoppers" employed to purchase the packages and dollar awards for clerks selling them the offer. Federal Adv. Agency, New York, the agency in charge, stated that more stations would be added if the test proves successful.

TEL-PIC SYNDICATE, New York, has established West Coast offices in the Warner Bros. Bldg., 6425 Hollywood Blvd., Hollywood, with Syd Gold, sales director, in charge as manager.

Sauce on 27

LEA & PERRINS Inc., New York (Worcestershire sauce), on Sept. 29 will start a 26-week campaign of 100-word announcements and chain breaks on Class A time in 27 markets. Schedule varies from two to six announcements weekly with majority being five and six weekly. Stations selected are WGST WBAL WBZ WBEN WGN WSAI WHK WXYZ KRLD KLZ KTRH WFBM WJAX KMBC KHJ WAVE WREC WSMB KOMA KOIL KALE WIOD KTSA KWK KFRC KOL WOL. One station in Philadelphia is yet to be chosen. Schwimmer & Scott, Chicago, handles the account.

Johnson Expands Net

S. C. JOHNSON & Co., Racine, Wis., on Oct. 1 will resume its *Fibber McGee & Mollie* series on 84 NBC-Red stations. It is expected that Johnson's auto polish, Carnu, will be promoted in the campaign. Needham, Louis & Brorby, Chicago, handles the account.

WARREN HULL, Hollywood announcer and film actor, has been signed by Universal Studios to play opposite Anne Nagel in the screen serial, "The Green Hornet Strikes Again", based on an episode of the radio program.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

WARNING

It's "later than you think". Take this timely tip — and make reservations now, for Fall. Availabilities are going fast. Write or wire Wm. Malo, Commercial Mgr., WDRC, Hartford.

Columbia's Basic Station for Connecticut

A-L-L A-B-O-A-R-D

Commercials travelling on

KFYR

for the

RICH GREAT PLAINS AREA

(6 states and 2 provinces)

Fall and Winter reservations now at JOHN BLAIR & CO. offices

A-L-L A-B-O-A-R-D

for a successful campaign using 550 Kc. (the far-reaching frequency)

MEYER BROADCASTING COMPANY

BISMARCK, N. DAK.

5000 watts day • 1000 watts night • NBC affiliate

Simple FM Form Is Asked by NAB

Unanswerable and Unnecessary Questions Are Mentioned

THE FCC has been asked, in a letter from Neville Miller, NAB president, to simplify its new FM application form (319) whose complexities and ambiguities are regarded as one of the chief retarding factors in the slowness with which FM applications are being filed. Mr. Miller declares that the form not only imposes an "excessive burden" on applicants but also contains ambiguities making intelligent answers virtually impossible.

Text of the Miller letter follows:

"We recognize that the Commission has both the right and the obligation under the Communications Act to elicit information regarding an applicant's legal, technical and financial qualifications to operate a broadcast station in the public interest, and in this connection we offer the NAB's fullest cooperation in the development of methods whereby this information may be secured most efficiently.

Personal Matters

"However, our study of recent revisions of the FCC license application forms and particularly the new form No. 319 for frequency modulation stations indicates that an excessive burden is imposed on applicants by these forms.

"Without attempting an exhaustive analysis of any of the Commission's forms, may we direct your attention to such questions as 12 (d), (e) and (f) on Form 319. We assume the purpose of these questions is to cast some light upon the applicant's character and reputation. As phrased, however, they require the submission of certified copies of judgments and decrees arising out of such proceedings as traffic violations, probate matters, divorce actions, and probably even proceedings before the FCC not merely for the applicant but for officers, directors and stockholders of corporate applicants. The task of preparing responses to questions of this sort on behalf of corporate applicants appears to us to necessitate a volume of work not commensurate with the value of the information to the Commission.

"Under Question 16 (c) the applicant is required to submit the names and addresses of any 'relatives', present or former 'associates' of applicant, or, if applicant is other than an individual, of any stockholder, station manager, officer, member of the governing board, director or principal stockholder who have any interest in the application, or in any other radio broadcasting station. Is the word 'relative' intended to include those related by affinity as well as by consanguinity, and in any event, to what degree of relationship? What is meant by associates? The word 'former' in the phrase 'former associates', as well as the phrase 'has had' appearing in Question 16 (a) are likewise burdensome in the case of corporations having officers, directors and stockholders with extensive business interests extending over many decades since they imply no limitation as to time.

"In view of ambiguities of this sort appearing in these application forms, applicants are unable to supply intelligent answers regardless of the amount of effort they devote to the preparation of these forms.

"We respectively suggest that the Commission designate appropriate personnel from its staff to confer with representatives of the NAB in an effort to simplify these forms while retaining their efficacy. Informal conferences on similar matters in the past have produced results that were mutually satisfactory and of definite benefit to the broadcasting industry. It is our belief that such procedure would be equally advantageous in respect of these forms."

WE ARE NOT ALONE

Newspaper Columnist Scans Intricate Broadcast Application Forms and Finds Inspiration

Strong and loud have been the outcries of broadcasters against broadcast application form 301 and FM application form 319 recently issued by the FCC, probing as they do the innermost souls of broadcasters and prospective broadcasters, but it remained for an outsider to appraise it in dispassionate perspective. This column, by Harlan Miller, syndicated to many newspapers of the country, lends further force to the trade protests against one of the FCC's latest manifestations of the rampant bureaucracy that discourages rather than encourages FM development. It is reprinted from the Washington Post.

IF YOU want to ask the Government for a license to run a radio station, and if your wife has ever been picked up by a cop for letting her dog run loose in Central Park without a muzzle, you'd better be prepared to tell the FCC all about her resultant police record when you file your 41-page application.

This is true, of course, only if she has a financial interest in the potential radio station. Question 12-E on page 19 of the questionnaire asks: "Has any other suit or proceeding of any character ever been brought against applicant or any person identified in 12-C above?"

The Pekinese Case

High-priced lawyers have construed this question to include any misdemeanor for which you might be haled into police court, such as parking near a fire plug, speeding or discharging forbidden fireworks inside the city limits.

The case of the unmuzzled Pekinese dog actually popped up re-

"—his wife's police record"

cently when a famed organization set out to apply for a new radio station on the new frequency modulation wave length. The wife of its head man owned some stock, and his lawyers found her tilt with the cop germane to the application.

For example, one applicant's lawyer told them that he would not only have to describe in detail the divorce suit once filed against him by his first wife, but also to attach a copy of the divorce decree, together with a complete record of the status of all his alimony payments.

Alas, he had forgotten the names of the lawyers who represented him and his wife in the amicable divorce proceedings, and didn't know where he could put his hands on a copy of the decree. While he ran it down the application must hang fire.

Other questions require a detailed showing of the amount and source of all "yearly income for each of the past four years" by every important associate in the radio enterprise. If it's a large company affiliated with other companies, that may mean such data for 50 or 100 persons.

How About Aunt Emma?

Other questions ask the original source of funds invested in the enterprise; (was it Aunt Emma's legacy or the money from the sale of the old homestead?); data about the kinds of programs to be broadcast if the license is granted, and data on the personnel of the radio station, when it is established.

Some of these questions are almost impossible to answer at the time of application. How does an applicant know how many sustaining programs he will have? He wishes he knew. The questionnaire appears to have been confected by a genius with a high sense of responsibility, who wasn't overlooking any bets. But he may have overreached just a mite.

These days there's a parade of fierce-eyed, strong-chinned, determined men parading through the offices of the FCC, seeking FM radio licenses. When they encounter the 41-page questionnaire, their blood pressure rises to a dangerous pitch.

One bronzed Texan saw red when his lawyers told him it might take three months just to fill out the questionnaire and attach the required exhibits.

"Why," he thundered, "I'd have to confess every romantic and business indiscretion I ever committed."

"I'd even have to own up to all my illegitimate children!"

And Blank Spaces

There are blank spaces in the questionnaire. A cursory glance might give the impression that just to fill in these blanks would be enough. But closer study makes it clear that the data requested would fill hundreds of pages and necessi-

"—just filling a questionnaire"

tate the attachment of scores of exhibits.

From the Government's point of view, the questions are justified because a license donates to the applicant the right to one of the precious radio channels, which are by no means unlimited in number, and that before handing the applicant what may turn out to be a lucrative business in the ether, the Government is entitled to know all about his sins and virtues.

But to the harassed businessman the questionnaire seems a diabolically contrived document calculated to elicit all sorts of irrelevant data, digging into his forgotten past and into the privacy not only of himself and his colleagues but even into the lives of lesser functionaries associated in the potential enterprise.

Freed Announces Return With Line of FM Sets

ONE OF RADIO'S oldest brand names has announced its return to the set manufacturing field "because frequency modulation means the certain and complete obsolescence of all present radio receivers." This was announced by Joseph D. R. Freed, co-founder of the original Freed-Eisemann Radio Corp. and president of Freed Radio Corp., which will produce the new Freed-Eisemann receivers at its newly-acquired factory, 39 W. 19th St., New York. Declaring "FM sells itself by ear", Mr. Freed said his company had no interest in returning to the radio set field until FM was introduced "because during the past few years the field had been swamped with the price complex which made it unprofitable to either dealer or manufacturer." The company expects to display its line of FM receivers shortly.

Phila. Storm Hits Two

WFIL and WIP were cut off the air Aug. 6 when a violent electrical and rain storm hit Philadelphia. WFIL was silenced for almost two hours, starting at 8:26 p.m. when the storm caused a failure of the power supply to the transmitter, and was unable to resume its broadcasting until 10:10 p.m. Trouble was caused when lightning struck a terminal box on the service line leading to the transmitter. WIP's new transmitter at Bellmawr, N. J., broke down at 10:58 p.m. and the station was off 90 seconds while switching to an auxiliary transmitter. Attempting to switch back to the main transmitter, it lost another two minutes. That proved ineffectual and the station had to continue to rely on its auxiliary while repairs were made.

FM Receiver Lines

IN LINE with the opening of new FM stations during the late fall and winter months prior to Jan. 1, 1941, the following receiver manufacturers have announced that they will place their models on sale during October and November: Stromberg-Carlson, General Electric Co., Emerson, Pilot, Zenith, Stewart-Warner, Farnsworth, Freed-Eisemann, Scott, and Philharmonic.

WTMJ, Milwaukee, which has applied to the FCC for a 50,000-watt FM station, 43.9 mc., plans to locate its transmitter some 20 miles northeast of Milwaukee. Its present FM station, W9XAO, will continue operation until the new application is acted upon and the station installed, probably just prior to Jan. 1, 1941. As has been the case with W9XAO, the new FM station will offer a program service entirely separate from that being aired by WTMJ.

in the CONTROL ROOM

H. G. TOWLSON, General Electric radio engineer, has been named engineer in charge of radio transmitter operations at GE's South Schenectady transmitting station, according to R. S. Peare, GE manager of broadcasting.

E. C. PAGE, of the consulting engineering firm of Page & Davis, has acquired a new Piper Club Coupe airplane, which he bases at College Park, Md. He is a licensed pilot and intends using the ship for field survey work.

J. F. DOW, flying officer, formerly transmitter engineer of CKCL, Toronto, and chief engineer of CKSO, Sudbury, Ont., is now instructor at No. 1 Wireless School of the Royal Canadian Air Force at Montreal.

LIEUT. GORDON McCLAIN, formerly engineer of former CFCA, Toronto, and recently at CKTB, St. Catherines, Ont., and CKPR, Fort William, Ont., is now with the Royal Canadian Corps of Signals at Camp Borden, Ont., as signal officer with the tank corps.

JOHNNY HOOK, engineer of KFOX, Long Beach, Cal., recently married Margaret Harriet Sherman, a descendant of General William Tecumseh Sherman. Mr. Hook, whose hobby is photography, recently had some of his color pictures used by the Golden Gate Exposition for fair publicity and by the May Dept. Store for magazine advertising.

FRANK CARVER, formerly of WBZA, Springfield, Mass., and Summers Carter, of WSOC, Charlotte, and WOPI, Bristol, Tenn., have joined the engineering staff of KYW, Philadelphia.

JULINE SAVOLD, chief transmitter operator of WDAY, Fargo, N. D., is the father of a boy born late in July. Paul Schlatter, WDAY engineer, recently became engaged to Fran Johnson.

JAMES McGRAW has joined the engineering staff of KDYL, Salt Lake City.

MAX KIMBREL, formerly of WFBM, Indianapolis, and WDWS, Champaign, Ill., has joined the engineering staff of WKRC, Cincinnati. He succeeds Howard Stephan, who resigned to join WJSV, Washington.

F. L. CHRISTMAN, technician of KYA, San Francisco, on Sept. 1 is to marry Claire Grady of San Francisco.

EARL PETERSEN, engineer of KGW-KEX, Portland, Ore., is the father of a boy born recently.

CARL HORINE, formerly of WAYX, Waycross, Ga., has joined the engineering staff of WKBZ, Muskegon, Mich.

PAUL WALDEN, formerly of KLBM, LaGrande, Ore., has joined KORE, Eugene, Ore., as announcer-technician.

WILLIAM M. BRUNER has been named chief engineer of KWAL, Wallace, Ida.

GEORGE HOOPER, engineer of WIBG, Glenside, Pa., is the father of a girl born late in July.

MARVIN E. JOHNSTON, of KFXD, Nampa, Ida., joined the engineering staff of KXRO, Aberdeen, Wash.

HENRY KAISER has been named chief engineer of WWSW, Pittsburgh. James McFarland has been assigned to studio supervision and Charles Affelder to supervision of remote pickups.

RALPH G. DENECHAUD, NBC Hollywood engineer, is the father of a boy born July 30.

GAETANO M. CUTELLI, Hollywood sound effects engineer, in late July received final American citizenship papers.

DON SMITH, formerly engineer of KERN, Bakersfield, Cal., has joined KSRO, Santa Rosa, Cal., in a similar capacity. He succeeds Fred Eilers who resigned to join the technical staff of KGDM, Stockton.

FRANK MERRIFIELD of the CKLW, Windsor, engineering staff, is recuperating from an appendectomy.

L. W. McDOWELL, chief engineer of KFOX, Long Beach, has christened his new Elco cabin cruiser, *Vera Lee II*.

Jess to Scattergood

CHANGE in name is sought by Jess Pugh, for 3½ years the portrayer of Scattergood Baines on CBS. On Aug. 3 he filed a formal petition in Rushville, Ind., to have his legal name changed to—Scattergood Baines, of course. He claims everybody calls him Scattergood anyhow, so that the original nomenclature is useless.

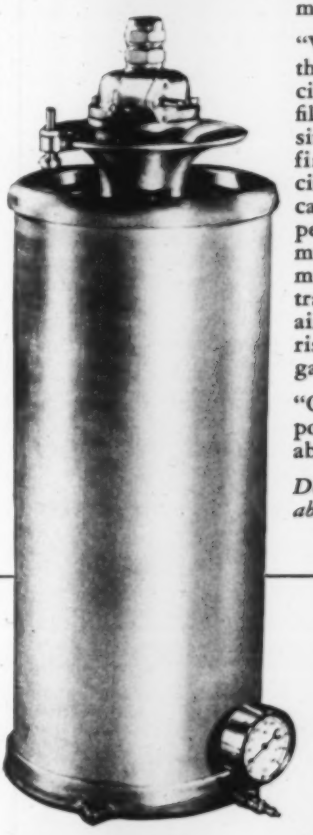
State-CBS School Tieup

A BULLETIN that integrates the CBS *School of the Air* programs with the course of study in Missouri's elementary schools has been prepared for use in the 1940-41 academic year and approved by Lloyd W. King, superintendent of public schools. Details of the bulletin, which will be sent to all school teachers in the State, were worked out by Raymond P. Kroggel, Missouri speech and radio supervisor, with the cooperation of Kenneth L. Graham, educational director of KMBC, Kansas City, and Harriet V. Edwards, educational broadcasts director of KMOX, St. Louis.

"HAD TO RE-ADJUST FINAL AMPLIFIER COUPLING CIRCUITS BECAUSE OF LAPP CONDENSER'S LOW LOSS"

writes L. W. STINSON, KVOO

"The two continuously variable 1000 mmf Lapp gas-filled condensers were originally ordered as a part of a plan to change over our 50 kilowatt transmitter to a modern high-efficiency type of circuit. Plans did not call for an immediate-changeover, so they were installed in the regular circuit to replace the solid di-electric condensers in use. For this temporary installation the variable capacitance feature was used only to adjust the unit to a fixed value with a radio frequency bridge; minor changes were made in the neutralizing circuits and the Lapp units inserted in the same position as the old bank of twelve mica capacitors.



"We had not anticipated that the increase of efficiency due to the gas-filled units would necessitate re-adjustment of the final amplifier coupling circuits but such was the case, as the increased impedance presented to the tube anodes raised the efficiency above optimum linear amplifier operating conditions. This, of course, is a testimonial to the Lapp claim of 'low loss' features, and permitted us to transfer just that much more power to the antenna and to discard the air blower which had been found necessary to hold the temperature rise of the mica units to a safe value. As best we can determine, the gas-filled units operate at the ambient temperature.

"Our condensers, received in February, 1939, were filled to 200 pounds nitrogen shortly after arrival. Since then they have required absolutely no service of any kind."

Descriptive literature and list of 54 models in three voltage ratings available on request.

LAPP INSULATORS

LEROY, N. Y., U. S. A.

Television Sponsorship Similar to Sound Radio Foreseen in Lohr Book

TELEVISION is discussed as an art, a science, a business and a social force by Lenox R. Lohr, recently resigned president of NBC, in *Television Broadcasting* [McGraw-Hill Book Co., New York. $3]. By easy steps he leads the reader from a wide view of television in general to closeups of the television system and its operations: programming—studio, motion picture and outdoor pickup; television's economic, legal and technical aspects, and such future problems as network television and sponsored visual broadcasts.

Eventually, Mr. Lohr believes, television will be supported by advertising as sound radio is today. But he stresses the statement that "this state of affairs cannot be established overnight. In developing television in America, the broadcasters must operate for several years at least with considerable losses." Profitable television, he continues, must wait on mass circulation, which in turn will depend on technical and program excellence and popular prices for receivers. Public expectance that television will be "born in full bloom, with the elaborate production methods of moving pictures and the precision of sound broadcasting . . . involves a programming expense many times higher than any income possibilities; but anything less postpones further the day of a public acceptance sufficient to warrant the buying of time on the part of advertisers.

"One thing is certain," the author warns: "If the broadcasters do not give the viewer what he wants, then they will have failed. And if they fail, then some agency other than the broadcasters will take over the development of the new art. In any case, television is inevitable."

RADIO, television and a newspaper got together recently on a promotion stunt when the *Los Angeles News*, in cooperation with Chevrolet Motor Co., that city, staged its annual soap box derby, with Southern California youngsters participating. The event was broadcast over NBC Pacific-Blue, with Don Lee station W6XAO telecasting highlights. When Tony Kiffe, 11, came in as second-place winner, Thomas S. Lee, president of Don Lee Broadcasting System, (left), presented the youngster with a miniature speed car.

Video Superiority Claimed in Study

THAT TELEVISION is far more effective than the ordinary radio in putting over a difficult sales message, is the conclusion of Samuel E. Gill, research specialist in New York, who conducted a survey in July on the relative effectiveness of the two media in acquainting listeners with the Esso products of the Standard Oil Co. of New Jersey.

Canvassers made personal calls on 242 homes, eliminated all but 100 as unrepresentative and had left two nearly homogeneous groups, each of 50 families, all of which owned cars. The essential difference was that one group owned television sets and the other did not.

In answering detailed questions that took up point-by-point the substance of the commercials of the Esso broadcasts over both media, the responses showed the television set owners to be many times better-informed than the non-owners, Mr. Gill reports. Lumping the replies together in order to draw a general conclusion as to familiarity, Mr. Gill found that while 3.3% of the non-owners knew the names and uses of the company's products, as high a figure as 21.1% of the set owners knew them.

Strong evidence that television can demonstrate a difficult point was found when more than three-quarters of the set owners said they had seen demonstrated the difference in explosions between a rich gasoline and a lean one, while only 20% of the non-owners had seen such a demonstration. Of 76% of the television owners who had, 50% had seen it on their own sets, 26% elsewhere.

Evidence that television can explain technical matters understandably was seen in answers to Mr. Gill's fairly technical question "how does a car lose gasoline through evaporation?" Only 4% of the non-owners could correctly answer that the loss occurs through the vent in the gas cap and through the carburetor, while as many as 42% of the television owners gave the right answer.

The survey, however, was not a complete success for television promoters. While 9% of the television set owners believed that Esso does most for the average motorist, only the slightly lower figure of 7% of the non-owners also believed in Esso, and 33% and 32% respectively had no opinion. In current use of Esso gasoline, the television group is only a shade higher, 54% to 44%, and this showing is vitiated by the final table in the report which points out that the television owners preferred Esso even before its television programs were on the air.

Students in Final Stage Of Scholarship Contest

ELEVEN June high school graduates are spending August in New York and Camden on the last lap of the RCA Opportunity Scholarship competition. The final winner will be awarded a $4,000 tuition and maintenance scholarship in a leading engineering college, while the remaining 10 finalists each will receive $100. During their stay the group is studying the laboratory and engineering facilities of RCA, sponsors of the competition, and its subsidiaries—NBC, RCA Victor and RCA Communications.

The scholarship group was interviewed Aug. 5 on an NBC-Blue program with individual members explaining their choice of radio engineering as a profession. The 11 preliminary winners include David S. Colburn, Fresno, Cal.; Joseph Collins, Washington; John DeWolf, Wayne, Pa.; William C. Jakes, Jr., Evanston; Gordon W. McClure, Oak Park, Ill.; John Moll, Wauseon, O.; Richard K. Moore, Kirkwood, Mo.; Francois N. Palmatier, Port Edwards, Wis.; Floyd D. Raasch, Watertown, S. D.; George F. Smith, Roswell, N. M.; George W. Swenson, Houghton, Mich.

Six Reasons WHY HOWARD Recording Discs

IMPROVE TONE QUALITY *and* CUT YOUR COSTS AS MUCH AS 50%

1. **SHEARING QUALITIES** — Better than "nitrate" materials — enables the cutting needle to make clean even grooves without tearing. Extremely low surface noise.
2. **HARDNESS PROCESSED** — Possible due to HOWARD'S exclusive Type "C" coating having extremely fine grain structure. Gives better reproduction of higher frequencies.
3. **NO LAYERS** — Just one solid film bonded to the low stress soft metal core. No stress between coats — no groove distortion.
4. **THICKNESS** — Flame Proof coating is even and of liberal thickness.
5. **LONG SHELF LIFE** — HOWARD Type "C" *Hardness Processed* Discs do not deteriorate with age
6. **LOW COST** — Big savings are possible due to latest type equipment and large production

Write for Complete Details and Free Demonstration Disc!

HOWARD RADIO COMPANY
1731-35 Belmont Av., Chicago, Ill. - Cable Address: HOWARDCO, USA
America's Oldest Radio Manufacturer

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts
EXTRA MILLIONS OF DOLLARS!
The peak business season approaches . . . in Asheville and Western Carolina. Summer brings throngs of visitors . . . with millions to spend! Right now, schedule your sales messages over WWNC — sole blanket coverage of this bright spot!

141 radio stations from coast to coast now using
TEL-PIC WINDOW DISPLAYS
with its daily mailed picture service
TEL-PIC SYNDICATE, Inc.
1650 BROADWAY, NEW YORK
P.S. Our new reciprocal plan is without cost to station.

Senate Investigation Goes Far Afield

Brown Hearing Develops Into Resurrection Of Trust Case

Following is a running story of the Senate investigation into RCA activities, resulting during Senate Interstate Commerce Committee hearings on the nomination of Thad H. Brown for a second seven-year term with the FCC. The hearings covered here extend from Aug. 1 to Aug. 13, with further sessions scheduled as 'Broadcasting' went to press.

THE BRIEF Aug. 1 session was devoted exclusively to a preliminary discussion by Senator Tobey, interspersed with pointed questioning of Col. Brown, of an alleged RCA monopoly situation prevailing around the time of the 1932 "radio trust" consent decree.

Senator Tobey, addressing the commissioner-nominee, cited the apparent neglect of the RCA situation in the Network-Monopoly Committee's report. He pointed to the disparity of the report in its full treatment of the CBS-Paramount deal and the absence of any statement regarding the RCA case "in which stockholders were defrauded of millions". He pointed particularly to statements made in May, 1938, by former Rep. MacFarlane (D-Tex.), who alleged bribery and other unsavory actions on the part of RCA in the 1932 anti-trust prosecutions. Continuing along this line, Mr. Tobey pointed out that Col. Brown's testimony indicated the MacFarlane statements, appearing in the *Congressional Record*, were not considered by the committee of which he was a member.

After Col. Brown reaffirmed this point, Chairman Wheeler said that relying on the mere fact that the statements were not presented formally to the Commission as an excuse for failure to act was "pretty flimsy". He said also there was no excuse for the FCC committee not taking notice of such a statement even if the network-monopoly hearing was an open proceeding.

The MacFarlane Charges

Going into the MacFarlane charges, Senator Tobey pointed out that RCA was alleged to have attempted to bribe two Senators and a Federal court clerk to use their influence in delaying prosecution of the anti-trust action against RCA until the Democratic Administration took office in 1933. The charges reviewed by Mr. Tobey also stated that Mr. Sarnoff had met with the two Senators in question and paid them $5,000 each.

Explaining the relevancy of this new tack, Senator Tobey said it was "not only the right but the duty" of the Senate Interstate Commerce Committee to carry through an investigation of these charges. He declared that he was prepared to go into the situation fully, reciting names, dates and events.

Taking notice of the far-reaching charges made, Chairman Wheeler commented to Col. Brown, "Either the Committee was dumb or you didn't want to go into it. What did you hold the investigation for if not to investigate monopoly? The FCC, for its own self-respect, should have looked into this matter".

Senator Tobey, harking back to 1938, when it was proposed to investigate the FCC, observed that the resolution was beaten in committee because the Rules Committee was faced with heavy lobbying by outside interests and that it finally was dropped for the quid pro quo that the FCC itself would investigate matters like broadcast monopoly. Senator White (R-Me.) corroborated this view, pointing out that in other instances of a move to investigate radio or the FCC, as much or more opposition developed from the outside as from the FCC itself. To this Senator Tobey observed, "Somebody heard the voice from above".

Getting back to the RCA case, Senator Tobey stated that following his invitation the previous day to NBC or RCA, an RCA representative visited him at his office, indicating that his company appreciated the invitation but would not appear to testify. Mr. Tobey made it clear that he wanted RCA to appear and that he wanted them to be represented not by "an underling" but by Mr. Sarnoff himself. He asked that Mr. Sarnoff be summoned to appear, following a motion to that effect, and Chairman Wheeler indicated that the RCA president would be informed of the wish of the committee, although it was stated that he would be asked to come voluntarily rather than under subpoena.

Sarnoff Statement

Mr. Sarnoff, accompanied by Col. Manton Davis, RCA vice-president and general counsel, and Edward F. McGrady, also a vice-president, were on hand as the hearing resumed the morning of Aug. 6. Senator Tobey, calling Mr. Sarnoff to the stand, outlined the basis of his examination. He said the question before the committee was Col. Brown's fitness to be a member of the FCC, a question which he said tied into these charges against RCA.

At the outset, Mr. Sarnoff expressed a desire to make a preliminary statement to "straighten the record", stating that he appreciated the opportunity to appear of his own volition and briefly recounting events surrounding the 1932 anti-trust action. Mr. Tobey indicated he would prefer that Mr. Sarnoff merely answer his questions rather than make any kind of preliminary statement, but Mr. Sarnoff was allowed to continue with his informal presentation at the instance of other committee members.

Mr. Sarnoff related that the anti-trust suit in January, 1930, was entered by the Government against RCA and several other corporations, among them General Electric and Westinghouse, and grew out of contracts covering patent pool agreements, etc., of the preceding ten years. He pointed out that by September, 1932, with no trial set by that time, "we had arrived at an agreement in principle" among the various companies concerned and to the satisfaction of the Justice Department. About that time, he continued, the court set trial in the case for Oct. 10, and the defendants sought a 30-day continuance. A continuance to Nov. 5 finally was granted and later extended to Nov. 15, he stated. During this period a consent decree was promulgated, approved and issued, he stated, adding that not until six years later, with former Rep. MacFarlane's statement to the Rules Committee and in the *Congressional Record*, was there any recurrence of discussion on the allegations.

Makes Flat Denial

Asked point-blank by Senator Tobey what payments to Government officials or employes have been made by RCA since Jan. 1, 1932, Mr. Sarnoff answered that RCA had made

CBS-Paramount Stock Deal Inquiry Concluded...

AS THE JULY 31 session opened, Sen. Neely (D-W.Va.) voiced what appeared to be the sentiment of most of the committee members, as expressed in their in-and-out attendance at the extended hearing, when he declared he was in favor of voting immediately and "get this foolishness over with". Sen. Neely presided and called the committee to order in the temporary absence of Chairman Wheeler.

Sen. Tobey, handling the bulk of questioning as he had through the entire proceeding, recalled Ralph F. Colin, CBS general counsel, and reviewed points of conflict between the CBS executive's testimony and statements in the Network-Monopoly Report offered by the special FCC committee handling the 1938-39 inquiry [BROADCASTING, July 15].

Mr. Colin reaffirmed that although William S. Paley, CBS president, had made about a million dollars out of "a combination of the Paramount and Brown Bros., Harriman & Co. transactions", the statement in the Network-Monopoly Committee's findings and conclusions that this money had been made from the Paramount transaction alone was "untrue". He stated that the Paramount-CBS deal "was not a scheme fabricated in 1929 and carried through in 1932", emphasizing that repurchase of the CBS stock turned over to Paramount was not contemplated in 1929, either for the company or for individuals participating in the transaction.

He explained that the original 1929 agreement between Paramount and the CBS participants had been modified by mutual agreement in 1932 when Paramount indicated its "unwillingness or inability" to carry out its 1929 contract obligations. The statement that six CBS directors were the only persons benefiting from the transaction and its subsequent developments was "totally incorrect", he declared, commenting that although the directors benefited, they did so along with other stockholders of CBS, and not as directors.

The "large profits" cited in the discussion resulted after participants, including President Paley and others, had bought stock in a company losing money in 1929 and then sold it in 1932 when CBS was making money, Mr. Colin explained, adding that the sale price of $82.21 per share to Brown Bros., Harriman & Co. was "far above the original purchase price of a CBS share".

Priced by Negotiation

Responding to a query by Senator Tobey, whether the real function of the repurchase of CBS stock from Paramount was to set a market price on the stock for the Brown Bros., Harriman sale, Mr. Colin explained that the sale price in the latter transaction had been arrived at through negotiation, with the banking firm in full knowledge of the Paramount transaction. He said it was foolish to think a banking firm such as the purchaser could be led to pay any price for any stock if that price were not warranted on the market.

The examination of Mr. Colin was interrupted at this point by Senator Neely, who asked unanimous consent that a vote be taken in the committee on the Brown nomination no later than Aug. 7. The motion was left hanging in the air when Senator Tobey commented he was willing that a vote be taken by then, or even sooner, if certain other matters in the proceeding could be covered.

Seeks List of Fees

Resuming the examination, Mr. Tobey requested that Mr. Colin supply the committee with an accounting of the fees he had received during the 1929-32 period from CBS, Mr. Paley, or Paramount, if any. Mr. Colin agreed to supply the information, but explained that he was not retained as a Paramount counsel until several months after the CBS-Paramount transaction, and then in connection with the Paramount receivership.

From this Senator Tobey went into various aspects of CBS-Paramount financial relations, particularly the Paramount receivership and reorganization. Mr. Colin explained that aside from the 1929-32 transaction, CBS had no financial relationships with Paramount.

Presiding again as the afternoon

(Continued on page 86)

Now Operating Full Time
POWER OF 1000 WATTS
KFRO
LONGVIEW, TEXAS
Voice of East Texas

Cash farm income for the first 3 months of 1940 in the Southwestern States is 35% above 1939 figures. And farm income from the rich East Texas farm and oil producing area likewise shows a large increase.

Why not reach this prosperous, densely populated area with your sales message via KFRO? For further information consult our National Representative or James R. Curtis, Longview, Texas.

COVER East Texas from the CENTER

no such payments and denied any such allegation. Senator Tobey followed by asking, "Then why has David Sarnoff waited for two years to come down here and refute these charges?"

Mr. Sarnoff replied that, aside from the fact that no names were mentioned in the MacFarlane statement, RCA had had no opportunity to appear before any committee, as at present, to straighten out the matter. However, shortly after this statement was made in 1938, Frank W. Wozencraft, RCA counsel, met with Rep. MacFarlane and offered to furnish the facts, names and details concerned in the questioned proceeding, Mr. Sarnoff said. He added that at the time Mr. MacFarlane had said he would let RCA know if he wanted to use the proffered material, but subsequently did nothing but repeat the charges.

Continuing, Mr. Sarnoff said "this red herring" was dragged out when an FCC investigation was being considered, and RCA did not feel it should enter the controversy. The Brown hearing afforded the first opportunity for an RCA appearance to discuss the matter, he said.

Asked by Senator Tobey if he knew whom Rep. MacFarlane had in mind when he stated that two Senators and a Federal Court clerk had been offered "bribes" by RCA, Mr. Sarnoff said he believed he knew but that "it is up to you" whether he should mention the names at the hearing. Told to go ahead by Mr. Tobey, the RCA chief listed former Senators Hastings (R-Del.) and Moses (R-N. H.) and H. C. Mahaffy Jr., clerk of the Federal District court in Delaware, as the ones apparently meant by Rep. MacFarlane.

Reviewing their connection with RCA matters, Mr. Sarnoff explained that late in 1932, when there was more than a possibility that no continuance would be granted in the "radio trust" trial, counsel for the radio group felt that the group's case should be stated to ex-Senator Moses "as an elder statesman" in the interest of untangling the legal snarl which was threatening certain operations of the companies concerned, international as well as national. It was decided that a continuance of the case and a consent decree would work to solve the trouble, Mr. Sarnoff explained.

Merely Asked Advice

After Mr. Sarnoff had related the circumstances under which he and certain legal counsel concerned with the case had met with Senator Moses in Concord, N. H., declaring that nothing but "advice" was asked at the time, Mr. Tobey started a line of questioning designed to bring out Mr. Sarnoff's knowledge of Senator Moses' subsequent activity. Mr. Sarnoff stated that he did not see Senator Moses again until several months later, when he was no longer a member of the U. S. Senate.

Continuing, he said there never had been any discussion or offer of payment of any sum of money to Mr. Moses during the time he was a Senator, although subsequently Mr. Moses conducted a study of the Balkan countries for RCA, receiving $4,000 for these services after he had sent a bill to RCA. Later Mr. Moses received a second $4,000 for additional services to the company, Mr. Sarnoff added.

Asked to whom RCA paid money for services in Washington, Mr. Sarnoff told Chairman Wheeler the only people receiving money are on the RCA staff and that, although advice is sought on occasion from certain other persons in Washington, RCA does not engage in "lobbying".

Offers Statements

Senator Tobey asked Mr. Sarnoff if he ever had received any threat from one E. O. Keller "to expose the whole case" unless he was paid a substantial sum of money. Mr. Sarnoff replied that, although he himself had no knowledge of such a threat, it may have come to Robert D. O'Callaghan, an RCA attorney, whom he understood at the time "was having no end of trouble" from Mr. Keller and an associate. Reviewing the sums of money paid by RCA to various people, Mr. Sarnoff said that Roger Whiteford, Washington counsel in the radio case, had received some $13,000 and had paid about $7,500 to Senator Hastings' law firm, which had been retained to help secure a continuance of the trial. He also said he understood Mr. O'Callaghan finally had given Mr. Keller $4,000, for which he received a receipt "in full satisfaction of services rendered".

Pointing out that the persons concerned are still alive, Mr. Sarnoff offered to furnish for the record statements filed with Col. Davis by all these parties at the time of the MacFarlane charges, relating their actions in the anti-trust proceeding. Chairman Wheeler observed at this point, "Sarnoff, it seems to me in your position you should have learned that when you have a case in court, you should keep away from Washington shakedown artists and lobbyists". Mr. Sarnoff agreed that it was sound advice and reiterated that RCA had not participated in lobbying activities.

Neher in New York Sun

"I've lost the list of things I'll accomplish if elected!"

The examination of Mr. Sarnoff was interrupted by Senator Tobey when he indicated a desire to call Mr. Keller and Mr. O'Callaghan to the stand to testify. When neither was present, he resumed his examination after making clear they both would be called. Mr. Tobey asked Mr. Sarnoff how it happened that Oswald Schuette, who had made a reputation from as far back as 1927 for attacking RCA and the "radio trust", had enjoyed a "change of face" and had been employed for several years by RCA.

Mr. Sarnoff explained it as a "simple matter", observing that Mr. Schuette did a good job in opposing them, so RCA hired him just as any corporation might go out and hire a good opposition lawyer. He pointed out also that after the consent decree the RCA setup conformed to the previous urgings of Mr. Schuette so he did not necessarily undergo any "change of face". Mr. Schuette receives an annual salary of $20,000 and certain expenses, Mr. Sarnoff said, adding that he was considered a valuable RCA employe.

Davis Testifies

Senator Tobey cited the case of J. Austin Smith and asked if his situation resembled that of Mr. Schuette. He pointed out that Mr. Smith several years ago had made certain charges which, if true, pointed to a defrauding of stockholders by RCA. Mr. Sarnoff asked that Col. Davis be called to testify on the matter of Mr. Smith's employment by RCA.

Col. Davis explained that some years back Powers Cinephone Corp., whose president, P. A. Powers, was an RCA minority stockholder, hired the Smith firm to examine the financial records of RCA and "make a hostile report". At this statement, Chairman Wheeler observed that he

HERE SOON
BOSTON'S NEWEST
MAJOR STATION
5000 WATTS
FULL TIME
1470 KILOCYCLES
WMEX
BOSTON
Call JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVE

could not see why RCA should hire an apparently "dishonest" person. Col. Davis explained that RCA had hired the Smith firm on several occasions to handle certain special jobs. This had been done at Mr. Powers' request to "get him off my neck", Col. Davis declared. He then read into the record a 1939 statement by Mr. Smith, indicating that "most of the observations" in the study made for Powers Cinephone Corp. appeared to be unfounded in the light of additional information subsequently coming to him.

Going into the pertinency of these matters, Chairman Wheeler observed to Col. Davis that, although all this happened "way back in 1932", charges have been made, and the FCC and Col. Brown, in fairness to RCA and themselves, should have looked into the matter and determined whether or not this was a monopolistic condition.

Senator White, alluding briefly to previous attempts to launch a Congressional "study" of broadcasting, declared it was "a grievous error" that Congress did not make a study and lay down some principles to guide the FCC. After requesting that Mr. Keller and Mr. O'Callaghan be subpoenaed to appear before the committee Aug. 7, Senator Tobey read into the record an affidavit signed by Mr. Keller, outlining his activities and experiences in connection with the radio-trust case.

Calls It 'Fairy Tale'

Apart from tracing the action of RCA officials and counsel, the Keller statement declared that Mr. Sarnoff had authorized payment of $5,000 each to Senators Hastings and Moses, that Mr. Mahaffy was to receive $25,000 for his aid in securing a continuance and finally received $15,000, and that Mr. Sarnoff, pointing to his close personal friendship with President Roosevelt, had stated at the time that if prosecution of the case could be forestalled until a change in Administration, there would be "nothing to fear".

Asked to comment, Mr. Sarnoff termed the affidavit "a good fairy tale" and entered a general denial to all the allegations not founded upon the facts as related in his testimony to the committee.

As the session closed, Chairman Wheeler said subpoenas would be issued for Mr. O'Callaghan and Mr. Keller as well as Roger Whiteford. He declared that if Mr. Keller's statements, as set forth in the affidavit, were untrue, "he ought to be prosecuted". Observing that it was not generally allowed in hearings before the Interstate Commerce Committee, Chairman Wheeler indicated that RCA could cross-examine subsequent witnesses.

Public Interest

In addition to Mr. Sarnoff and Col. Davis, RCA was represented at the long Aug. 7 session by former Judge Joseph M. Proskauer, RCA counsel in minority stockholder proceedings. It was explained that Judge Proskauer would handle cross-examination of witnesses for RCA.

Recalling Mr. Sarnoff to the stand, Senator Tobey asked if he did not deem it "unethical" to seek a continuance of any legal case anywhere but in the court itself. Mr. Sarnoff replied that he saw "no impropriety" in seeking advice on such a matter of "large public interest", referring to his interview with former Senator Moses. At this, Chairman Wheeler declared, "That is a very unusual procedure, to say the least. Whatever lawyer gave you that advice [to see Senator Moses] gave you very poor counsel. I don't think you can justify it on ethical grounds."

Pressing further on the Sarnoff-Moses conversation, Senator Tobey asked Mr. Sarnoff for a "replica" of his 15-minute explanation of the "very complicated case" of 1932. He pointed out that if the case were as complicated as Mr. Sarnoff had indicated, he did not see how he could place it before Mr. Moses in so short a time.

Mr. Sarnoff replied that he was willing to attempt to give a "replica" of the eight-year-old conversation if he would be given 15 or 20 minutes without interruption. Proceeding with his statement, the RCA head said that back in 1932 the "life or death of RCA was concerned", a matter which touched 89,000 independent stockholders and had national as well as international complications. In the light of the various agreements previously made between RCA, General Electric, Westinghouse and AT&T, the question at that time was whether RCA would be allowed to proceed as "an independent entity" or whether the other companies would "take a walk" and leave RCA high and dry. He pointed out that at the time he personally faced probably the greatest problem of any business man under similar circumstances, adding that after 2½ years of bickering, only an additional 30 days was involved in giving every chance for a satisfactory solution of the problem. At the time, he continued, the continuance sought was threatened by a clash of personaliies and little else.

The Other Side

Mr. Sarnoff observed that, although his actions in meeting with Mr. Moses had been questioned, nothing has been said about the other people on the other side who had seen former Senators Dill (D-Wash.), Couzens (R-Mich.), and Watson (R-Ind.) at the same time. He also brought out that the matter had been discussed on the floor of the Senate in 1932, although only the opposition had been heard. The interests of the Government and of RCA were identical in the case, he maintained, and it was with that in mind that he met with Senator Moses as "an elder satesman".

Asked what Mr. Moses advised at that time, Mr. Sarnoff said that although he said nothing at first beyond considering the situation, he later advised that Senator Hastings' law firm in Delaware be retained in the interest of getting a continuance.

Mr. Tobey then pointed out that Col. Brown in his testimony had said there was no radio lobby in Washington that he knew of and asked Mr. Sarnoff if this was so. The RCA president responded there was no lobby so far as RCA was concerned, but he could not answer

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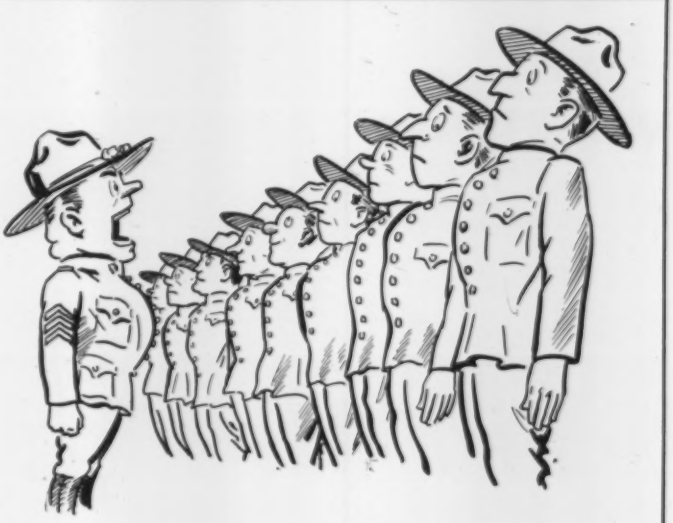

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for others in the industry. Pursuing the lobby question, Senator Tobey read a portion from a speech allegedly made some time ago by Commissioner George H. Payne before a Washington radio school. In the speech Commissioner Payne named Mr. Sarnoff and charged that great pressure was exercised on the Government and on the FCC by a "radio lobby". Along the same line, Mr. Tobey quoted from remarks indicating similar observations by former Rep. O'Connor (D-N. Y.), Rep. Connery (D-Mass.) and Rep. Warren (D-N. C.), dating from the time the 1938 investigation resolution was sidetracked by the House Rules Committee. The Connery statement declared that Mr. Sarnoff had sent Edward Bernays to Washington to oppose the investigation.

Will See It Through

Answering the charges made in these statements, Mr. Sarnoff said that so far as Commissioner Payne was concerned, he certainly has not always been in agreement with Mr. Payne's views, but he has not opposed them by resorting to lobbying tactics. He pointed out that on occasion he has issued statements taking issue with certain declarations by the FCC or its members. He conceded there is contact with the FCC, but only by regular employes of RCA. "I don't know what all this is about the corridors in Congress being full of lobbyists. We are not there," he declared.

Asked if he had discussed the 1938 resolution with President Roosevelt, Mr. Sarnoff said he had not but that he may have discussed it with Tom Corcoran, prominent New Dealer. He also stated, under questioning by Mr. Tobey, that at the time of Chairman Fly's appointment to the FCC, Mr. Corcoran had visited with him and had spoken of Mr. Fly in laudatory terms.

Senator Tobey also read from a letter sent by former Rep. O'Connor to Ed Kirby, of the NAB, alleging that network officials, among them Mr. Sarnoff and Mr. Paley, had used their influence against him and in favor of the Roosevelt Administration, whose leaders were opposing his re-election in the fall of 1938.

Mr. Sarnoff branded as "unadulterated flasehood" the statement by Mr. Keller attributing a close personal relationship between himself and President Roosevelt, adding that he had never met Mr. Roosevelt until the latter had been President for some time.

Litigation Worries

Senator Tobey produced a photostatic copy of a bill of complaint entered in a recent stockholders case against RCA, alleging substantially the same "bribe" payments as charged by Mr. Keller in his affidavit. When he inquired how the same figures could have arisen in two separate places, he was answered by Judge Proskauer that perhaps they came "from the same source". Judge Proskauer continued, "I can assure you that this case will be litigated and that all charges will be brought out and settled in a court of law."

Col. Davis, responding to the request of Senator Tobey for a list of stockholder suits filed and disposed of since the 1932 consent decree, explained that two had been settled and that several others are now pending. Asked why, if RCA knew its record to be clean, it did not prosecute rather than settle cases out of court, Col. Davis answered, "Our people read a balance sheet." He added, "You cannot settle with a blackmailer," when asked by Mr. Tobey why RCA doesn't just say in these suits, "Come on, damn you, and let's settle these charges once and for all".

At one time, as Mr. Tobey was reading excerpts from several statements in his hands, Col. Davis remarked, "You spring on us the statements of God knows whom and ask us to tell whether they are true or false." To this Senator Tobey pointed out that RCA's policy during the last eight years apparently has been not to go to court and thresh out the charges but to settle out of court instead. He added also that RCA at this hearing had observed that since several cases are now pending, these charges could not be dealt with conclusively on grounds that RCA's defense in the pending cases would be divulged. Col. Davis answered that RCA had taken this position only because it did not know what questions it would be called upon to answer in the cases concerned.

Directors and Control

Drawn into a discussion of interlocking directorates, Col. Davis explained that the present 12 RCA directors are independent and that this condition has prevailed since the 1932 consent decree. At that time, he said, of the 18 members of the board of directors, 11 were independents and seven were co-directors in GE and Westinghouse. He emphasized that the independent majority at that time had approved the agreements growing out of the consent decree.

In a discussion of the price relationships between the cross-licensing parties concerned in the RCA setup, Col. Davis explained that prices are arrived at by negotiation and not just set and that they do not run too high to best serve the interests of stockholders. As it became evident that a detailed examination of RCA affairs was in progress, Chairman Wheeler ob-

Heads Wincharger

COMDR. E. F. McDONALD Jr., president of the Zenith Radio Corp., Chicago, on Aug. 3 announced appointment of Robert F. Weinig as vice-president and general manager of its subsidiary, the Wincharger Corp., Sioux City, Ia. Mr. Weinig, who has been in charge of farm radio sales for Zenith, has had broad experience as a manufacturer, distributor and sales executive. W. W. Watts who formerly held this position is returning to the East to enter business.

Mr. Weinig

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served that although the committee could not go into the full detail of these matters now, Col. Brown and the committee of which he was a member were derelict in their duty in not going into the situation.

White Urges Vote

The possibility of a Senate investigation of broadcasting or the FCC cropped up again as Senator White interrupted, "I think we've gone far beyond the proper scope of the question at hand. I vote to terminate these hearings and vote on Col. Brown's qualifications. But I would look with approval on a complete search of the operations of RCA, as well as other FCC licensees."

Concluding his questioning of Mr. Sarnoff, Senator Tobey next called Mr. O'Callaghan, until June 1 assistant general counsel of RCA and identified with the 1932 anti-trust action. Upon taking the stand, Mr. O'Callaghan stated that he refused to answer any questions, claiming privilege. Although Judge Proskauer arose to waive the privilege on behalf of RCA, Mr. O'Callaghan maintained, "I must refuse to answer any and all questions on grounds that it might degrade or incriminate me."

This tack appeared to startle most of the committee members, some of whom questioned the application of the privilege. However, Chairman Wheeler, referring to the Keller affidavit, began questioning Mr. O'Callaghan on certain allegations concerning him. Mr. O'Callaghan answered in general terms, although he confessed no recollection of specific details.

The conversation between Mr. Sarnoff and Senator Moses was merely a broad discussion of the whole 1932 situation, Mr. O'Callaghan said, and no mention of payment or offer of employment was made at the time. Over a period of about a year he said he had paid Mr. Keller about $4,000 for his services as "contact man". He explained that Mr. Whiteford had been brought into the case as a "highly recommended" lawyer in the interest of supplying a "new face and personality" in the proceeding. He said Mr. Whiteford had been employed on Mr. Keller's recommendation, about a week before Mr. Sarnoff's meeting with Mr. Moses in Concord. Mr. O'Callaghan stated that since June 1 he has gone into private practice but was retained by RCA as an expert in patent licensing agreements, at a salary of $10,000 per year.

Payments to Brokers

Questioned about attempted blackmail, Mr. O'Callaghan stated that Levin Handy and Whyland Shaffer had "made some demands" on him, and that each had finally been paid about $1,250. Both were Washington real estate brokers, he explained, and they were paid only for their "nuisance value" and to get their general release from whatever threats they were making. When his testimony appeared to indicate that Mr. Handy and Mr. Shaffer had been paid merely for introducing Mr. Whiteford to the RCA case, and thus becoming "lawyer brokers" instead of just real estate brokers, Senator Wheeler remarked, "Don't you think that sounds pretty fishy, O'Callaghan? You don't expect anyone to believe that sort of bunk."

Mr. O'Callaghan maintained that aside from payments made to these parties the only RCA check he had handled in connection with the case was one for $5,000 given to Mr. Whiteford for his legal services.

Judge Proskauer briefly cross-examined Mr. O'Callaghan, following a colloquy among committee members on his right to do so. His cross-examination established RCA's willingness to have Mr. O'Callaghan testify, regardless of his claim of privilege. Proskauer also read into the record a 1938 memorandum from Mr. O'Callaghan, outlining the whole 1932 situation and corollary events.

Referring to a number of points in the testimony, Senator Reed (R-Kan.) declared, "The record indicates indiscretions bordering on corruption." This remark brought Col. Davis to his feet with the statement, "I resent and deny that."

Answering a question by Senator Tobey, Mr. O'Callaghan stated Senator Hastings' firm had been retained a week or 10 days before the continuance was granted in 1932 and that the firm was paid $7,500 for services.

As the Aug. 7 session concluded, Senator Tobey moved that subpoenas be issued for Mr. Handy, Mr. Shaffer and Percy H. Keller, a brother of E. O. Keller. It was also unanimously consented to set aside the vote originally set for Aug. 7 on Col. Brown's nomination until the hearing could be concluded.

'Hungry' for a Fee

Further fireworks developed during a six-hour session Aug. 8. With Senator Wheeler handling the bulk of the questioning, various "outside" witnesses were called to the stand. First was Whyland Shaffer, Washington real estate broker. Reviewing the succession of events, Mr. Shaffer said he had been introduced to Mr. O'Callaghan by E. O. Keller during a New York visit on real estate matters.

In a conversation with Mr. O'Callaghan, he said, the RCA attorney stated that a continuance would be worth $50,000 to whoever could secure it. He observed that since "things were bad for the real estate men in 1932" he was "kinda hungry" for a fee of this sort. He testified that all he did in the case was to contact Mr. Whiteford through Mr. Handy. He denied that any threats were made to Mr. O'Callaghan, although he, along with Mr. Handy and Percy Keller, felt that "we were the little fellows being pushed out".

Denying any attempt to blackmail, or that Mr. Whiteford had read the blackmail statute to them, he said the three of them had received $3,000 through Mr. Whiteford from Mr. O'Callaghan. He pointed out that during their participation in the matter some $300 worth of telephone calls to RCA had been charged to Mr. Handy's office, observing that this was only one of the expenses for which they sought some return. Upon receiving the $3,000, a release was given to Mr. O'Callaghan, he stated. He added that he never got any check from RCA or Mr. O'Callaghan directly.

Amplifying the reasons for his claim against RCA, Mr. Shaffer explained how real estate brokers often split commissions after making introductions leading to a successful sale. Although he said he could not remember how much he and his associates originally had asked for their services, he said O'Callaghan had offered $1,000 or $1,500 "right off the reel" during conversations with them in Washington some time after the consent decree had been issued. Senator Tobey asked him bluntly, "Didn't you threaten, 'Come across or we'll expose the whole damn thing'?" Mr. Shaffer replied "No, sir." As Mr. Shaffer left the stand, Chairman Wheeler observed, "Your memory will be refreshed on a lot of things before we're through with you."

Keller Testifies

Mr. Shaffer was followed in the witness chair by E. O. Keller, who said he also was in the real estate business and had owned and managed Washington property for many years. As Mr. Keller began his testimony, Senator Tobey objected to Mr. Sarnoff taking a position facing the witness, observing that he had seen evidence of "signals" at various points in the hearing. Mr. Sarnoff returned to his original seat.

Mr. Keller stated he had made affidavits on two separate occasions, one for Rep. MacFarlane in 1938 and a second, substantially a copy

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of the first, for Senator Tobey in 1940.

He testified that he had met Mr. O'Callaghan in 1928 or 1929 in a New York law office. In 1932, he continued, Mr. O'Callaghan asked him if he knew anyone in Washington who might help get a continuance for the case. He said at the time no mention was made of the continuance being worth any $50,000, he added.

He continued, however, that J. R. McDonough, formerly assistant to Mr. Sarnoff, had told him the pending trial would cost about a million dollars, probably would last six months and would cost $100,000 for the stenographic report alone, all in addition to officials' time to go through with the trial. But more important, it was pointed out, defeat in the case would mean that RCA under the law stood to lose all its valuable wavelength licenses and consequent contracts. Mr. McDonough at that time said a continuation was worth $250,000, Mr. Keller declared.

Demand for $5,000 Each

Tracing the chain of events further, Mr. Keller said he saw Mr. Handy, who suggested employing one Mr. McChesney, a lawyer reputed to be a close personal friend of President Hoover. When it was decided that Mr. McChesney was not to be employed, Mr. Handy then suggested the employment of Mr. Whiteford as "a close personal friend of Senator Moses", Mr. Keller said.

After the continuance had come, the "real estate agents" had demanded $5,000 each from RCA, Mr. Keller said he understood. When he faced them later during a conversation on the pros and cons of this matter, he said, he called them "a dirty bunch of so-and-so's" for using "unfair" tactics.

Regarding the trip to see Senator Moses, Mr. Keller said that on the Boston boat Mr. Sarnoff had spoken with him and "practically repeated what Mr. McDonough had said". He commented that Mr. Sarnoff had asked him if Senator Moses could do them any good, and he had answered that he thought he could. Mr. Keller also stated that after the Sarnoff - Moses conference, Mr. Moses had given the assurance, "Now, Dave, you can go back to New York and worry no more about it."

Substantiating his statement in the affidavit, that the matter had been carried to the White House, Mr. Keller said he himself had talked with George Akerson, a former secretary to Mr. Hoover and then with Famous Players-Lasky, about the case. He added that Lawrence Richey, President Hoover's secretary, also had been contacted on the matter, but that President Hoover and Attorney General Mitchell had "refused to do anything".

Recalls Olney Statement

Mr. Keller testified the affidavit had been dictated originally in Rep. MacFarlane's office by either Rep. MacFarlane or his assistant and that he had signed it.

Reviewing the situation of the case in September, 1932, Mr. Keller said that Warren Olney, Special Assistant Attorney General who had handled the Government's case for the preceding 2½ years, had said that if the case were not brought to trial as scheduled, he would resign and issue a statement to the press that "powerful influences" were preventing trial of the case.

Continuing, Mr. Keller said that after further conversations with Senator Moses in Washington, Senator Hastings' firm had been employed. Within a short time, Mr. Mahaffy was called to New York, where Mr. Keller saw him at the Waldorf-Astoria Hotel. He said he had been told that Mr. Mahaffy was to get $25,000 and that later he actually did get $15,000, but he emphasized that "he had no business relations with him".

He declared that he had "never kept track" of money received by him from RCA but that Mr. O'Callaghan's estimate of $4,000 was approximately right. He said he finally had received $500 for a "general release".

His Radio Interests

In a colloquy with Senator Tobey, Mr. Keller admitted he had spent several hours with Mr. O'Callaghan the night of Aug. 7, following the latter's appearance on the stand that day. He said he also had talked with him at breakfast the morning of Aug. 8. He explained that the principal matters discussed were the newspaper accounts of the hearing the day before.

Asked about the origin of his interest in radio matters, Mr. Keller explained that he had been a close friend of the late Rep. William Connery (D-Mass.), who had long fought in Congress for investigation of the FCC and radio monopoly. He pointed out that he also had worked with Rep. MacFarlane and Rep. Lawrence J. Connery (D-Mass.) in their similar efforts.

He added that he had a close

Conclusion of CBS Phase of Senate Inquiry . . .

(*Continued from page 81*)

session started, Senator Neely questioned such discussion, observing that he could not see "what bearing all this has on the qualifications of Brown". Mr. Tobey answered that Col. Brown, as acting chairman of the Network-Monopoly Committee, had made "very serious charges" in the Network-Monopoly Report. If these were true, it would be all right, he continued, but if the charges were not true, the Senate committee should not confirm his nomination.

A Chance to Reply

"The whole case here is proving the truth or falsity of these statements, whether or not Brown told the truth in indicting CBS with allegations that were almost criminal," he declared.

As he was concluding his testimony, Mr. Colin was backed to the carpet again on his June 21 statement taking issue with Senator Tobey's original allegations about the CBS - Paramount transaction [BROADCASTING, July 1]. Defending his critical statement, Mr. Colin declared: "There is plenty in the report (Chain-Monopoly) to mislead a reader. If I were in high office, before making a statement against an apparently reliable company, I should like to give the other party a chance to speak."

Mr. Tobey responded, "We have a right to expect a Government agency's report is the truth", emphasizing that his allegations concerning CBS were based on statements in the network - monopoly brief and report.

Brown Recalled

Calling Col. Brown to the stand, Mr. Tobey observed that the Senate committee had been "rebuked and ridiculed publicly" after relying on "alleged facts" contained in the FCC committee's report. He then started a point-by-point questioning of statements in the report, as refuted in the Colin testimony. In answering the queries Col. Brown referred to a letter sent by FCC Chairman Fly to Senator Tobey, but which at this point had not been entered in the hearing record. Mr. Tobey protested that he wanted answers from Col. Brown "in your own words".

Col. Brown explained that the FCC committee had to depend on staff workers to prepare the digest forming the basis for the Network-Monopoly Report, particularly upon its experts in various fields such as accounting and engineering. He pointed out also that in discussions before the Senate committee no differentiation had been made between the digest of evidence and the actual Network-Monopoly Report, emphasizing too that it remains "a tentative report", not yet accepted by the whole FCC. "The committee stands on its report," he declared.

In the midst of this colloquy Col. Brown once referred to "The FCC, of which I am not a member . . .", which drew laughter from committee members and spectators alike.

Norfleet Explains

Confronted with technical questions, Col. Brown called William J. Norfleet, FCC chief accountant, to explain the statement in the report that in the Paramount deal CBS had used funds from "capital", rather than "surplus", to repurchase part of the CBS stock held by Paramount. Mr. Norfleet observed that dollars could not be "earmarked", as between capital and surplus, from testimony appearing in the Network-Monopoly Hearing record. However, he explained, as of Dec. 31, 1931, CBS did not have enough money "from a single source" to purchase back all the stock, which led to the conclusion that "capital" actually was used for the purchase. This cannot be determined definitely without reconciling the books of CBS and testimony offered, he added.

Allowed to participate in the informal hearing, Mr. Colin entered into a discussion with Mr. Norfleet on various financial aspects growing out of the FCC chief accountant's observations. Their failure to agree on just what constituted "capital" and "surplus" brought the observation of Senator Neely: "If these two experts can't agree on what is meant, how can we hold Col. Brown responsible for what is meant?"

Senator Tobey then again attacked the use of words like "gyp" and "cheat" in speaking of the CBS-Paramount transaction, as attributed to Col. Brown's testimony. When Senator Neely seemed inclined to pooh-pooh the importance of such remarks, Mr. Tobey asked him how he would feel if he were "president of a respected company" and heard such things attributed to him. Mr. Neely answered that he probably would resent the statements, but "probably not enough to oppose the nomination".

Widely Published

Senator Bone (D-Wash.) pointed to the tentative character of the report, emphasizing that it did not necessarily reflect final attitudes on the part of the FCC. He was supported in this observation by Col. Brown, who also emphasized that advance copies of the digest and report had been furnished to the Senate committee "by courtesy of the FCC chairman". Mr. Tobey maintained that the report has passed the tentative stage, since it has been widely published.

Senator Tobey again brought up the matter of the "2½-day" approval given for the transfer of WSB, Atlanta, to former Gov. James M. Cox. Col. Brown denied the allegation that Mr. Cox "went to the White House" on his behalf expecting "future favors for past favors". He said he could recall instances of political influence exercised to expedite grants, including several "calls from Senators and Congressmen", but he did not think any such pressure was brought to bear on the 2½-day Cox grant, which Senator Tobey had said was filed on a Friday and granted the following Tuesday.

Asked if he believed there was anything wrong in accepting "entertainment" from various persons while traveling on official business, Col. Brown answered: "It all depends on your relations with them." He added that he could see nothing wrong in associating with old friends or acquaintances at such times. After naming several persons, apparently friends of Col. Brown, and asking if each were in radio, and alluding in passing to an Agua Caliente visit during a trip to the West Coast, Senator Tobey concluded his questioning.

As the session closed Mr. Tobey requested that NBC be notified it might have an opportunity to appear before the committee to refute certain charges made against it. He indicated that he wanted David Sarnoff, RCA president and chairman of the board of NBC, to testify.

personal friend associated in Black River Valley Broadcasting Co., Watertown, N. Y., which he said had been given a construction permit by the FCC, but after a large financial outlay had been unable to get a license. He commented that the situation of his friend resulted from talk that he was connected with the "power trust", although actually he was not. He emphasized also that he did not act as "contact man" for anyone and that he spent his own money in his pro-investigation activities.

Referring to further conversations with Mr. O'Callaghan, he said the latter had told him that Mr. Sarnoff had stated, "This is your skunk, go skin it." A spirited exchange grew out of the cross-examination of Mr. Keller by Judge Proskauer, on behalf of RCA. After Senator Tobey had established that the same right would be extended Mr. Keller's counsel, Judge Proskauer proceeded.

Issuance of Check Denied

Under cross-examination, Mr. Keller admitted that the alleged $15,000 payment to Mr. Mahaffy was hearsay so far as he was concerned, although he cited a letter written to one Arthur Vanderbilt by Otto S. Schairer, RCA vice-president in charge of patents, stating that there was "a bad political situation in the Wilmington court and he wanted nothing more to do with it."

Regarding his conversations with Mr. O'Callaghan, Mr. Keller said the RCA counsel had told him, "When all this is over, we will go to lunch and I will make it up to you." He added, "So far, I've never had the lunch."

To refute the allegation that Mr. Mahaffy had received $15,000 from RCA via a check drawn on its advertising agency, Judge Proskauer presented a statement from the treasurer of Lord & Thomas, RCA's agency, that no such check had been drawn.

Judge Proskauer set off more fireworks when he brought up the fact that Mr. Keller had been indicted and plead guilty to a forgery charge in a New York court several years ago, receiving a 60-day suspended sentence. Mr. Keller, obviously moved, admitted this but explained that he had "taken the rap to protect a friend" after endorsing a check which to his best knowledge had been good.

Aiding the Committee

Senator Tobey asked Mr. Sarnoff if this had not been "offered to discredit the witness". Mr. Sarnoff answered that it had been offered merely to help the committee make up its mind as to the truth of Mr. Keller's statements.

Questioned as to why RCA went into this matter, searching court records, Col. Davis declared, "From our dealings with Keller, it appeared he was the kind of man of whom such things might exist."

This set off a spirited colloquy between Senator Tobey and Col. Davis, with Senator Tobey charging that RCA "didn't come clean" in outlining its relations with various persons. He remarked, "Mr. Keller has courage and guts to come and testify, knowing that this is hanging over him. I admire him for it."

Entering the controversy himself, Mr. Keller stated that on certain occasions Col. Davis himself had asked him for help, for which no pay was offered or expected. He stated also that at one time while he was present in Mr. O'Callaghan's office, Col. Davis entered and exclaimed, "Bob, I hope next time something's done around here it will be done in a legal way."

The next witness was Mr. Mahaffy, clerk of the Federal District Court in Wilmington, who explained that he had been affiliated with the court in one capacity or another for 45 years and that he had known Senator Hastings for 20 or 25 years. He testified that his brother, W. G. Mahaffy, had handled RCA cases for years, both before and after the 1932 case. Pressed by Chairman Wheeler, he admitted that his nephew, Rodney Mahaffy, a lawyer for some 15 years, had been given the choice of resigning from the bar or being disbarred and had done the former.

'Strange and Weird'

Mr. Mahaffy testified that he met Senator Hastings early in October, 1932, in New York, a day or two before he dispatched wires notifying all lawyers of record in the case of the continuance. According to his testimony, Senator Hastings merely asked him the state of the record and how he might go about securing a continuance.

At this Chairman Wheeler exclaimed, "You know, Mr. Mahaffy, Senator Hastings didn't call you to New York to discuss the procedure in getting a continuance. You don't expect the committee to believe that. What you are saying isn't reasonable." Senator Tobey commented that the whole procedure was "strange and weird and uncanny".

Asked flatly by Senator Tobey, "Do you deny you ever received any remuneration from Senator Hastings or anyone aside from your salary?" Mr. Mahaffy answered, "Neither in this case nor any other."

Senator Tobey then started intensive questioning about Mr. Mahaffy's bank account. The latter's statement that he used a safety deposit box brought additional questioning on what amounts of cash had ever been placed in the box. Mr. Mahaffy stated that "about a thousand dollars" was the largest single amount he could remember placing in the box. As for his bank account, he said his largest deposits had been made in a brokerage account, although he could not remember their size. He estimated his net worth in 1920, when he became a court clerk, at between $10,000 and $15,000, with his income rising through the years from about $100 a month to his present salary of $4,600 a year. He estimated his present income at about $5,600 a year and his net worth as $18,000 to $20,000.

During his conversation with Senator Hastings in New York, Mr. Mahaffy said, he had told Senator Hastings he would have to apply for a continuance in the usual manner, as the case had been set for trial.

As the long morning session was drawing to a close, Senator Tobey pointed out that since "important testimony" was to come from Mr. Mahaffy, he wanted him placed "under supervision" during the lunch hour so he could not speak

AID FLOOD RELIEF

Led by WHO, Stations Hold Big Benefit Show

A GROUP of six Midwest stations, led by WHO, Des Moines, cooperated recently in a drive for funds for the relief of a large number of farm families who were victims of a late July tornado in Harrison and Shelby Counties in Iowa. With immediate relief necessary, the Portsmouth Relief Fund was set up, and appeals started on WHO for contributions. When the Community Club of Harlan, Ia., decided to produce a benefit show on the Shelby County Fair Grounds, WHO offered to cooperate and invited other stations in the area to join.

In addition to WHO talent, entertainment was furnished by artists from KSO, Des Moines; WNAX, Yankton; WOW, Omaha; KFNF, Shenandoah; KOWH, Omaha. Using direct lines from Harlan, WHO fed a special half-hour pickup of the two-hour program to all the stations. The show, which drew the biggest crowd ever assembled in the Shelby County Fair grandstand, cleared almost $500, with all receipts turned over to the fund. More than $10,000 in cash and commodities has been acknowledged by the relief committee as a direct result of WHO appeals.

Youngstown mills are having their busiest summer in years. Youngstown people have money to spend. Cover this rich market best with

WFMJ

KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

OLD STUFF!

It's practically kindergarten technique that steel and coal are the backbone of industry. It's an old, old story that everybody knows and respects.

And Here We Are

—squarely in the heart of the Nation's greatest steel and coal belt—two industries that are going great guns. Payrolls are increasing by leaps and bounds and folks are really buying.

Now, as never before, is the time to introduce your products to WWVA's thousands of loyal friends in Southeastern Ohio, Western Pennsylvania and Northern West Virginia—the steel and coal belt of the Nation.

WWVA

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty

on 2,085,666 Radio Dials

JOHN BLAIR CO — National Representatives

with RCA representatives or other persons concerned. This request was refused by Chairman Wheeler, who pointed out that the committee had no authority for such action.

Senator Tobey also advised the committee he had talked that morning by telephone with William W. Harrington, Chancellor of the State of Delaware, regarding the application of Rodney Mahaffy to be readmitted to the bar. He said affidavits were on file in this matter charging use of the clerk's office of the Wilmington Court to influence actions of the court. He moved that these records be subpoenaed for consideration by the committee.

Following Mr. Mahaffy to the stand, Mr. Whiteford described his entry into the case through Messrs. Handy and O'Callaghan, and his subsequent efforts to secure a continuance. He emphasized that his only participation in the case was in this regard and that he was to have and had nothing to do with the actual trial. He related the same general story of persons and events brought out in previous testimony of Mr. Sarnoff.

Referring to the Keller affidavit, he declared that Senator Moses gave no "assurance" whatsoever to Mr. Sarnoff.

'Substantial Retainer'

Mr. Whiteford explained that upon a meeting with Senator Hastings, the latter had told him that he was thinking of entering the RCA case, but that he would do so only if he got a "substantial retainer". He explained that at the time Senator Hastings had stated that "with these big companies the case is much bigger when they seek your services than when it comes time to pay you for them", pointing out that the lawyer often may find it difficult to get paid what he deserves for his services. At the time Senator Hastings indicated that $7,500 or $10,000 would be a satisfactory retainer, Mr. Whiteford said. Subsequently, with receipt of a $5,000 check from RCA, this amount was split between the two as an initial retainer.

Asked if he had given this 1937 matter much consideration since, Mr. Whiteford said he had not, although he had kept up with it because "this whole thing has been chewed all around the streets here".

Mr. Whiteford testified that, in addition to the $2,500 paid to Senator Hastings in 1932, $5,000 more was paid to him in 1933. Col. Davis exhibited to the committee the original $5,000 check made out to Mr. Whiteford. Regarding the difficulties with the "real estate group", Mr. Whiteford said he had been approached by Mr. Handy shortly after the continuance and consent decree and was asked, "What bill are you going to send?" He explained that he told Mr. Hastings "That is none of your business." He said Mr. Handy countered, "We should be taken care of in your bill." To this Mr. Whiteford said he gave a flat refusal, pointing out to Mr. Handy that he could take no credit for securing the continuance, which had come from "indisposition of the court".

He added that later when he had gone to New York to clear up this matter, he and Mr. O'Callaghan had seen Mr. Sarnoff. After Mr. O'Callaghan had explained the situation, Mr. Sarnoff said, according to Mr. Whiteford: "Bob, this is your skunk, and you're going to skin it. I don't like it."

Associates Called

Interrupting Mr. Whiteford's testimony briefly following the lunch recess, Senator Tobey called a member and a former member of Senator Hastings' Wilmington law firm, Hastings, Stockly & Layton. Ayers J. Stockly, at present senior partner, stated although he had only incidental knowledge of the matter, he remembered that Senator Hastings said late in 1932 that he had represented RCA in a case before the Wilmington court and that he had received $7,500 for his services. His only knowledge of the matter came in a general review of the firm's activities at the end of the year, he declared.

The second associate was C. Edward Duffy, a partner in the firm until March 1. He stated that although he didn't remember whether the amount mentioned was $5,000 or $7,500, Senator Hastings had stated to him and to Mr. Stockly that he had received that amount from RCA "but had to give $2,500 of it to Harry Mahaffy to get a continuance". Asked for a comment on this statement by Chairman Wheeler, Mr. Stockly said that if that was said, "I was not there".

Called upon for unscheduled testimony, H. A. Sullivan, RCA comptroller, stated to Chairman Wheeler that RCA had paid no money directly to Senator Hastings, although the company had paid Mr. Whiteford, who in turn paid his associate counsel. Chairman Wheeler requested an itemized list of the advertising charges made against RCA by Lord & Thomas during 1932 and the first six months of 1933.

Before resuming with Mr. Whiteford's testimony, Senator Tobey asked that subpoenas be issued for former Senators Hastings and Moses.

Referring again to the difficulties with the "real estate group", Mr. Whiteford stated that at a meeting with the group in Washington Mr. O'Callaghan had laid his case on the table, telling them that if they entered the suit as threatened, they would ruin his career and it would certainly mean he would be "out of radio". He also brought out at the time, in conversation with Mr. Whiteford, that since Mr. Sarnoff had indicated "it was his skunk", he felt he would have to pay for the releases out of his own pocket.

As finally settled, Mr. Whiteford explained, Mr. O'Callaghan agreed to pay $3,000 to Messrs. Handy, Shaffer and Percy Keller. Mr. Whiteford explained also that although Mr. Handy ostensibly participated in the split of the $3,000, he refused to accept this as full settlement for his services and did not sign the release, as did the other two. Later he pressed his claim, hired a lawyer and again broached the matter to him, Mr. Whiteford continued. After conferring with Mr. O'Callaghan, Mr. Whiteford said he loaned $275 to Mr. Handy and received his promissory note, acting on behalf of Mr. O'Callaghan, who had asked him to "pacify" Mr. Handy temporarily. A short time later Mr. Handy agreed to settle for $1,000 additional plus the $275 loan, he explained, and with receipt of the $1,275 he signed a release.

Fee Explained

Explaining the $7,500 fee attributed to Senator Hastings' firm, Mr. Whiteford said Senator Hastings had stated to him shortly after the continuance that the $2,500 he had received was not enough to justify giving up the right to sue RCA in some future case that might arise for another client. He commented that Senator Hastings took the view that, since he accepted a retainer from RCA, large or small, he would be precluded from opposing them in legal action. About this time Mr. Schairer came to Washington to talk over the Hastings matter with him, he continued, and the upshot was that the Hastings firm agreed to accept an additional $5,000 in full satisfaction of its services. At the same time an additional $2,500 was offered for his own services in the proceeding, Mr. Whiteford stated, and accordingly he billed RCA for $8,775, which included the $5,000 for the Hastings firm, $2,500 for himself and the $1,275 for the money advanced to Mr. Handy on Mr. O'Callaghan's request.

In the midst of this discussion of RCA's "shakedown" by the "real

Listening Still Is Rising, Gallup Survey Discloses

ADDITIONAL evidence that radio listening is still increasing comes from the American Institute of Public Opinion, better known as the Gallup poll, which has found in a survey on the public reaction to double-feature movie bills, that competition from radio is making it necessary for motion picture producers to build programs with more appeal to the public.

"Among all the persons interviewed," says the report, "55% say they are spending more time listening to the radio this year than last year, whereas only 15% report listening less. Even during the summer three times as many people say they stay home expressly to listen to the radio as say they go to motion pictures."

The answer to
"NATIONAL SPOT"
in BALTIMORE:

RED NETWORK OUTLET
GUARANTEED TIME
MERCHANDISING COOPERATION

WFBR

National Representative: Edward Petry & Co.

estate group", Chairman Wheeler observed: "This all indicates the stupidity of some of the smart men in New York, doesn't it?"

Speaking of Senator Moses' part in the RCA case, Mr. Whiteford said he did not think Senator Moses did anything to get a continuance "beyond setting off a chain of events leading to a successful conclusion".

Senator Tobey cited the allegation of Senator Hastings' payment of $2,500 to Mr. Mahaffy as a possible explanation of his later demand for a larger retainer, since the $2,500 represented the total amount of his initial retainer.

Keller-Shaffer Release

Following Mr. Whiteford on the stand, Percy H. Keller, a brother of E. O. Keller and also a Washington real estate broker associated with Mr. Handy, recited a synopsis of events paralleling the testimony of Mr. Shaffer. He stated that he received $1,000 when the $3,000 received from Mr. O'Callaghan was split three ways, adding that "we felt we were entitled to some compensation". Originally the three members of the group had asked $2,500 each, he said.

Making another of his frequent appearances at the conference table, Col. Davis produced a copy of the release signed Oct. 29, 1932, by Mr. Shaffer and Percy Keller. The release statement read: "Received the sum of $3,000 in full settlement of all services render to Robert D. O'Callaghan and RCA."

Col. Davis, refuting certain of E. O. Keller's statements concerning him, explained that he first saw Mr. Keller at this hearing. He said also that he knew nothing of the Sarnoff-Moses meeting or the employment of Senator Hastings' firm until 1938 when Rep. MacFarlane raised the issue. Under questioning he explained that RCA eventually paid the sums given the "real estate group" by Mr. O'Callaghan by allowing "certain expense items" on the latter's account.

'Should Know Better'

Picking up the argument, Senator Tobey stated that Mr. O'Callaghan had told him in his Senate office that Mr. Sarnoff had told him not to discuss anything about the "real estate group" with Mr. Davis. To this and related observations, Mr. Davis replied, "I don't think the staff members of RCA are in the habit of discussing company affairs with real estate men."

The session closed with a pointed declaration from Senator Wheeler mirroring the apparent sentiment of the committee: "I hope all this business will cease, and I hope it will be a lesson to them not to try and secure political influence in these cases. They should know better than to deal with all sorts of scum claiming influence. It's getting so you don't dare talk to anyone because you're so afraid someone will go around and say they have influence with you."

Discusses Fees

Recalled briefly at the start of the Aug. 9 session, Mr. Whiteford reviewed the discussions and arrangements regarding retainer fees among himself, Senator Hastings and Mr. Schairer. When it was developed that he personally claimed no credit for securing the continuance, Senator Tobey inquired how he figured he earned the $5,000 he received.

Mr. Whiteford answered that he had spent "a good deal of time" on the case and was merely paid for services rendered. Before leaving the stand, he agreed to furnish the committee with available office records for the 1932-1933 period concerned.

Just before the appearance of ex-Senator Hastings, Senator Tobey stated he had inquired of Col. Brown whether in 1932 Chairman Fly had been associated with the Justice Department. He said Col. Brown had understood that Chairman Fly in 1932 was associated with John Lord O'Brian in the Justice Department's anti-trust proceedings. Following this, he introduced in the record a photostatic copy of pages of various newspapers to illustrate the "glaring publicity" given the MacFarlane statements in 1938. He explained that the exhibits were offered to show that it was "current knowledge" despite Col. Brown's "abysmal ignorance" and his statement that the FCC did not take notice of the MacFarlane charges.

Hastings Appears

Appearing voluntarily to make his statement, Senator Hastings reviewed his part in the 1932 proceedings. He said the first knowledge he had of the RCA situation came when Senator Moses called him and explained that it was "an important case". He continued that he later met Senator Moses and Mr. Whiteford in New York, where at the time he was active in the Hoover campaign, spending much time at Republican headquarters in the Waldorf-Astoria. In conversation with Mr. Whiteford, he said, he commented that if the projected consent agreement were real enough to be a "genuine excuse", he thought a continuance could be secured in the case. To find out if this situation were true, he went to see two RCA officials, whom he could not name, he explained. After these RCA representatives had satisfied him there was a good reason for postponing the trial, he contacted Mr. Mahaffy, he stated. Although he said he could not remember the exact circumstances of the meeting, he did not think it took place in New York, as Mr. Mahaffy and others had testified.

He pointed out that Mr. Mahaffy had come to New York at his request in regard to another case, involving a bankruptcy proceeding, about the same time. He added that he would not hesitate to call Mr. Mahaffy to New York if it appeared to be necessary in certain circumstances.

In his brief conversation with Mr. Mahaffy, Mr. Hastings said the former had "doubted very much that the court could try the case on the day designated". Mr. Mahaffy indicated he would try to find out definitely from the Judge, he stated.

In the course of testimony, it was not clear whether Mr. Mahaffey actually had consulted with Judge John P. Neilds before sending out wires that the case had been continued due to indisposition of the court.

Payment of Fee

Before he did anything "in this great emergency that was so important to this company", he said he began talking to Mr. Whiteford about some kind of retainer, finally leaving the matter in Mr. Whiteford's hands and in a short time receiving the initial $2,500. Two or three days after his conversation with Mr. Mahaffy, Mr. Hastings stated, the former advised him of the continuance due to the indisposition of the court. The following winter, in Washington, the matter of an additional fee was discussed with Mr. Whiteford, he said, and $5,000 was agreed upon and paid.

In 1938, when the matter cropped up for the first time, Mr. Hastings said he had thanked Mr. MacFarlane for not bringing his name into the controversy directly and offered to come to Washington and testify if Rep. MacFarlane desired him to do so. Then, when it appeared recently that Mr. Sarnoff would testify before the committee and mention the names of parties concerned, he said he had given statements reviewing his part in the proceedings to Mr. Whiteford and Senator McNary, Republican minority leader, with the request that the latter pass the statement on to Senator Tobey, whom Mr. Hastings did not know. Senator Toby interjected that this was the first knowledge he had had of such an arrangement and that he had not received any copy of the statement.

After reading the newspaper accounts based on the Keller affidavit, alleging a $15,000 payment to Mr. Mahaffy purportedly arranged by himself, Mr. Hastings remarked that he had "a very uncomfortable day". Commenting on various statements set forth in the affidavit, particularly those dealing with Mr. Mahaffy, he declared, "Nobody runs that judge, not even his wife. How anybody got the idea that Mahaffy had a large interest in this, I don't know." He continued that he had never heard of Mr. Keller and did not know "how Keller should suggest" that the Hastings firm should be employed. Alluding to the hearsay statements of the affidavit, in which he drew the support of Chairman Wheeler, Senator Hastings declared, "This is so unfair to an American citizen to permit a thing like this to go into the record and then allow the newspapers to publish it."

Claims Falsification

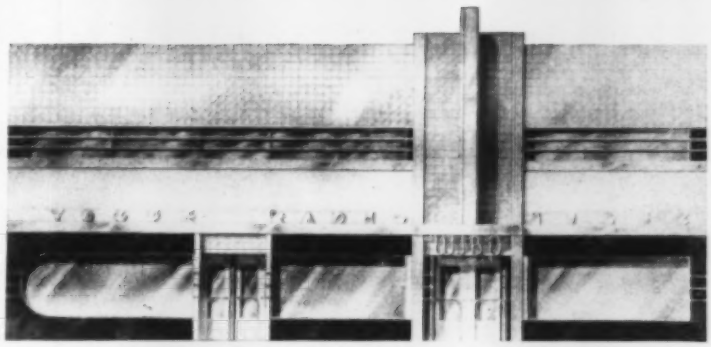
He remarked that one of his prime reasons for appearing before the committee was to refute the statement made the day before by Mr. Duffy that Mr. Mahaffy had been paid $2,500 to secure the continuance. Although calling Mr. Duffy "a very fine fellow", he went on to explain that certain difficulties had arisen between the Hastings firm and the newly-formed Logan & Duffy firm. He decried an alleged effort on the part of Logan & Duffy to take over the affairs of one of the Hastings clients. In doing, he charged there were unethical actions on their part, including the making of false representations to the court during the controversy over who would handle the client's affairs.

Of the Duffy statement made the day before, Senator Hastings said, "It was false and Duffy must have known it was false." Asked to supply some reason for the statement, he remarked, "I am certain as I can be that Logan and Duffy are trying to carry on this smear, both of me and the court through Mahaffy."

Commenting further on the plausibility of explaining the continuance as a result of bribery, Senator Hastings declared, "You can't bribe a man to do something when he hasn't authority to do it. You might pay a court clerk for his influence, but he has no influence over this court. The mistake I made, of course, was not to go right into open court and ask for a continuance. As it was, the continuance was granted because of the indisposition of the court."

Questioned further by both Senator Tobey and Chairman Wheeler on his conversation with Mr. Ma-

(*Continued on page 92*)



ULTRA-MODERN in every respect will be the new home of WJBO, Baton Rouge, La., which the station began building July 15 at a cost of $75,000 and expects to occupy by next Dec. 15. This is the facade of the structure, which will have a 64-foot frontage on a downtown street and a 125-foot depth. NBC engineers aided in the design of the two-story building, including its three studios—one modeled after the large NBC studio in Radio City and seating 200. Facade is of glass brick, black structural glass, light grey marble and stainless steel trim and flashing.

Sustaining Contract Extended Month in Net-AFRA Dickering

Union Demands That Minimum Scale Be Applied to Sustainers Meets Objection From Networks

STILL miles apart after a week of negotiations on a new contract covering employment of talent on sustaining network programs to replace the original two-year contract expiring Aug. 12, the networks and the American Federation of Radio Artists on Aug. 9 agreed to extend the existing agreement for another month, or until Sept. 12, continuing negotiations meanwhile.

Discussions to date have been centered on the union demands that the minimum commercial scale for network programs should likewise be made the minimum for sustaining shows, a proposal unacceptable to the networks and one that is expected to be considerably modified before negotiations are completed.

Commission Dispute

Question of the payment of commissions on minimum wages to talent placement bureaus operated by the networks is also expected to become a moot point. AFRA previously contended that the present contract should be interpreted so that the word "minimum" meant net to the artist after payment of such commission, but when the question was submitted to the American Arbitration Assn. the decision was that as the contract now reads commissions are deductible from minimum fees.

Chief difference between scales for talent employed on commercial and sustaining programs lies in the rehearsal fees. An actor engaged for a 15-minute sustaining program at the minimum wage set in the present contract receives $17 for his work, including a two-hour rehearsal. Commercial scale for a quarter-hour broadcast is only $15, but on a sponsored program the actor is paid $6 an hour for rehearsals, making a total of $21 if the rehearsal lasts an hour as required by the commercial code, or $27 if the actor on the sponsored show puts in the two-hour rehearsal period required of talent on sustaining shows.

On a 60-minute program, actors employed for sustaining work get $25 for the broadcast and eight hours rehearsal; sponsored artists get $35 plus $6 an hour rehearsal, a total of $83 if the same eight-hour rehearsal period were required. Actually, of course, very few programs call for anything like that amount of rehearsal from actors. Roughly the same comparisons apply to singers, although their wage scales, both sustaining and commercial, do not exactly coincide with those of the actors. Sustaining code also contains provisions for staff artists employed on weekly salaries, which of course do not apply on commercial work.

Disc Impasse

Meanwhile, negotiations between AFRA and the transcription manufacturers for wages and conditions for talent employed on recorded programs are practically at a standstill, pending action by the union's locals on the counter proposals made by the manufacturers after several weeks of conversation with the union over the original AFRA demands.

Other Locals to Meet

The New York local of AFRA met July 31, when the membership reaffirmed its previous position that payment for talent on transcribed programs should be based on a single program plus rehearsal for it, rather than set as a flat fee for a recording session of a certain number of hours, regardless of their division into rehearsal and cutting time. Similar meetings are to be held by the Chicago, Los Angeles and San Francisco locals, following which the AFRA committee will resume its meetings with the representatives of the transcription industry.

In the negotiations for the new network contracts, AFRA has been represented by Emily Holt, executive secretary, and George Heller, assistant executive secretary; Mark Woods, NBC vice-president, Lawrence W. Lowman, CBS vice-president, and Julius Seebach Jr., WOR vice-president, represent the network interests. Also in attendance have been various AFRA board members and a number of advertising agency executives, the latter including Leonard Bush of Compton Adv. Inc., A. K. Spencer of J. Walter Thompson Co. and Lawton Campbell of Ruthrauff & Ryan, who have alternated in attending the sessions in a sort of rotating representation of agency interests.

20TH BIRTHDAY Of WWJ to be Observed With Salute by Fly

WHEN WWJ, Pioneer *Detroit News* station, observes its 20th anniversary Aug. 20, it will be saluted by James Lawrence Fry, chairman of the FCC, who will be introduced by William J. Scripps, WWJ general manager who started the station while a youngster pursuing the amateur radio hobby. Because the precursor of WWJ started experimental programs on Aug. 20, 1920 and continued them until Aug. 31, when it began operating as a regular station, it claims to be the first regular broadcasting station in the United States. In this connection it has consistently disputed the claim of KDKA, Pittsburgh, which started in November, 1920.

WWJ's regular broadcasts during the first few months of operation included city election returns on Aug. 31, 1920; results of the World Series in October, and returns of the November elections.

The 20th anniversary will be observed with a full-hour program starring Dr. Frank Black, general musical director of NBC, as guest conductor of a 40-piece orchestra; Ruby Mercer, soprano, and Conrad Thibault, baritone. Mischa Kottler, WWJ musical director, will also be a soloist.

Drop Old WMCA Suit

SUIT of Ralph Marshall Anspach and Charles E. Weiss for $150,000 damages and 140 shares of WMCA stock against Federal Broadcasting Corp., John T. Adams, president, and Calvert O. Freeman, vice-president, was discontinued Aug. 6 in New York Supreme Court following the filing of a stipulation to withdraw. Suit was based on an alleged contract made in April, 1933, whereby the parties to the suit agreed to set up WMCA, with division of profits under a lease deal with Donald Flamm, owner. Anspach and Weiss charged conspiracy on the part of the defendants to deprive them of their share of the stock under the terms of the contract.

GOOD NEWS was the telegram from Washington informing KOIN, Portland, Ore., that it had been granted permission to boost night power to match the 5,000-watt daytime transmission. C. W. (Chuck) Myers, KOIN president, enjoys the pleasant tidings with C. Roy Hunt (left), KOIN general manager, and L. S. Bookwalter, technical director. A two-hour dedicatory program was broadcast Aug. 11.

RCA, NAPA LIKELY TO APPEAL RULING

ALTHOUGH it is expected that RCA Mfg. Co. and the National Assn. of Performing Artists, acting for Paul Whiteman, will both attempt to carry to the Supreme Court of the United States their fight for control of the use of phonograph records on the air, no such action has been taken to date.

Attorneys for both of these parties stated they are studying the recent decision of the United States Circuit Court of Appeals for the Second District [BROADCASTING, Aug. 1], which absolved the broadcasters from all restrictions of either manufacturing company or recording artist, completely reversing the decision of the lower court which had found both company and artist to possess certain restrictive rights over the broadcasting of these recordings.

While appeal from the lower court's decision was taken by all three parties to the RCA-Whiteman-WNEW action, with the NAB retaining counsel to fight the case of the station in the interest of the entire broadcasting industry, WNEW will not be a party to any appeal to the Supreme Court, as the Circuit Court decision is a total victory for the broadcasters. There is little doubt, however, that the manufacturer and the artists' association will seek to continue their battle right up to the Supreme Court.

Shifts in Auto Accounts Are Forecast in Detroit

WHAT some advertising men believed would presage a widespread revamping of automotive advertising accounts developed this month in Detroit when Maxon Inc. was named agency for the Lincoln Motor Division of Ford Motor Co. Simultaneously, Maxon announced that Harry Wismer, former sportscaster of WJR, would be the account executive for Lincoln-Zephyr. Wismer, however, will broadcast the pro football games of the Detroit Lions over WJR for Ford—this time being placed by McCann-Erickson, agency for Dearborn branch of Ford.

The series of broadcasts marks the first time Ford has sponsored, even indirectly through a branch, any sports broadcasting since the World's Series five years ago. Wismer, who married a niece of Mrs. Henry Ford several weeks ago, has dropped his connection with WJR except for the Lions broadcasts. His other major program over WJR, *Inside of Sports*, for Phillies cigars through Ivey & Ellington, has been taken over by Joe Weeks.

Defense Transcriptions

IN VIEW of the current interest in the Burke-Wadsworth conscription bill, the National Emergency Committee of Military Training Camps Assn. is offering free to program directors of every station in America four quarter-hour transcriptions featuring discussions of national defense and conscription. Shipment on the discs started Aug. 12, and if the presentation of the programs proves successful, more will be made available. WOL, Washington, and WOR, Newark, handled the transcribing, and speakers are Secretary of the Navy Frank Knox; Gen. Hugh Johnson; Asst. Secretary of War Robert Patterson, and Julius Ochs Adler, 2d Corps Area Civilian Aide to the Secretary of War.

Western Canada Stations Favor CAB's News Plan

WESTERN CANADIAN broadcasters decided at their annual convention held in Calgary July 30-31 that the newscast situation should remain as at present. The Western Assn. of Broadcasters, with representatives present from every station west of Winnipeg, passed a formal resolution favoring the modified newscast plan of the Canadian Assn. of Broadcasters, which calls for a continuation of sponsored newscasts. News would come from a central news bureau to which all news services would subscribe and from which each station would pick such news as it wanted to broadcast, with no commercial plugs in the body of the news. The WAB decided against submitted plans which would practically eliminate commercial sponsorship of news and called for news distribution over a Canada-wide network from a central news office. The newscast situation is to be aired again on Aug. 19, at the semi-annual meeting of the Board of Governors of the Canadian Broadcasting Corp., at Ottawa, when it may be settled.

About 30 broadcasters attended the convention, including some from Eastern Canada. George Chandler, CJOR, Vancouver, was elected president, succeeding Gordon Love, CFCN, Calgary, president for the last two years.

Decision by Arbitrator Reinstates WOV Group

REINSTATEMENT of four employes of WOV, New York, and a regular eight-hour working day were directed, in an arbitration case decided Aug. 6 by George R. Englehard, of the American Arbitration Assn., under terms of an agreement with the station, with which American Communications Assn. has closed shop agreements covering radio technicians, announcers and sound effects men.

The union asked reinstatement of two engineers and two announcers. The union also challenged claimed discontinuance of the lunch hour from the regular eight-hour day as "contrary to the terms of the union agreement and all past precedents". ACA charged that after releasing the four employes, the station added personnel in other departments and spent money on "non-essentials". The award of the arbitrator sustained the union in all its claims.

A PROFIT PRODUCER!

JOIN UP with WAIR! Make SURE your product has a maximum audience of money-spenders! WAIR produces sales in volume—the only kind of sales that pay you a profit! A test proves it!

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

Libbey Symphonies on CBS

LIBBEY-OWENS-FORD Glass Co., Chicago, is planning to return to the air Sept. 29 with a program of symphonic music to be broadcast over 67 CBS stations in the interests of flat glass products. According to present plans, the program will be titled *Design for Happiness* and will feature a 65-piece women's orchestra, to include many members of the Chicago Women's Symphony Orchestra, which will be conducted by Izler Solomon. A 52-week contract is planned for broadcasts on Sundays, 2-2:30 p.m. (PST). Mr. Solomon, director of the Illinois Symphony Orchestra and of the Chicago orchestra, is currently conducting the outdoor concerts of the Philadelphia Symphony in Robin Hood Dell. United States Adv. Corp., Toledo, handles the account.

Five Programs on NBC Originating in the East Shifting to West Coast

FIVE NBC network shows originating in eastern cities will switch to Southern California shortly, making it the biggest westward trek of the season for major programs.

R. J. Reynolds Tobacco Co. (Camel) on Aug. 15 switches *Camel Caravan* on 48 NBC-Red stations, Thursday, 7:30-8 p.m. (EDST), with West Coast repeat, 6-6:30 p.m. (PST), from New York to Catalina Island, Cal., during the personal appearance engagement there of Bob Crosby's orchestra.

Treasure Chest, sponsored by Lewis-Howe Co., (Tums), on 69 NBC-Red stations, Tuesday, 8:30-9 p.m. (EDST), is to emanate from Hollywood for 15 weeks or more starting Aug. 20 while Horace Heidt and his orchestra work in a film to be produced by James Roosevelt Productions. Heidt's *Pot o' Gold* program, also sponsored by Lewis-Howe Co. will originate from that city starting Aug. 22 on 99 NBC-Blue stations, Thursday, 8:30-9 p.m. (EDST). The film featuring Heidt and his crew, is based on the *Pot o' Gold* program.

While Bud Abbott and Lou Costello work in the Universal Studio's film, "Riviera", the weekly *Hour of Smiles*, sponsored by Bristol-Myers Co., (Ipana, Sal Hepatica) on 62 NBC-Red stations, Wednesday 9-9:30 p.m. (EDST), with West Coast repeat, 8-8:30 p.m. (PST), will also originate from Hollywood starting Aug. 21. F. W. Fitch Co. (shampoo), sponsoring *Fitch Bandwagon* on 81 NBC-Red stations, Sunday, 7:30-8 p.m. (EDST), will originate that program from Hollywood for three weeks starting Aug. 25 and then switch to San Francisco for the Sept. 15 broadcast. Several other network shows emanating from New York are scheduled to switch to Hollywood by mid-September.

Announcers' Murderer Insane

ACQUITTED as insane, of a charge of murdering a radio announcer in Los Angeles six years ago, Clarence Walter, 47, former Montana rancher, is being committed to an institution in his home State. That was the decision of Los Angeles Superior Judge Frank G. Swain, Aug. 2, after examining alienists' reports [BROADCASTING, Aug. 1]. Walter, in 1934, stabbed to death Edwin Woolverton, 21, radio announcer of Grand Junction, Colo., in the reception room of KHJ, Los Angeles.

CLARITY

• A photograph that is not clear loses conviction. Just so, a voice or musical note poorly reproduced by radio is unreal and unsatisfying.

• Radio programs are carried by telephone circuits across thousands of miles to dozens of network stations. Every effort is made by watchful telephone engineers to insure their delivery to these stations with brilliance and clarity.

• And in Bell Telephone Laboratories, trained men are constantly at work searching for new methods, new safeguards and new facilities to improve network transmission of the future.

FM APPLICATIONS STEADILY RISING

EXACTLY 22 applications had been filed for new FM stations up to Aug. 13, when BROADCASTING went to press, doubling the number reported in the Aug. 1 BROADCASTING and indicating a slow but steady stream of applicants since the new forms were made available. The list for the last two weeks follows, being additional to that published Aug. 1:

Chicago, Zenith Radio Corp., 43.5 mc. to cover 10,760 square miles, 4,500,204 population.

Detroit, The Evening News Assn. (WWJ), 43.1 mc. to cover 25,280 square miles, 5,641,981 population.

Providence, R. I., The Outlet Co. (WJAR), 44.3 mc. to cover 16,370 square miles, 6,263,346 population.

Salt Lake City, Utah, Radio Service Corp. of Utah (KSL), 44.7 mc. to cover 623 square miles, 194,102 population.

Detroit, John Lord Booth (WMBC), 44.1 mc. to cover 4,400 square miles, 2,514,753 population.

New York City, National Broadcasting Co. (WEAF-WJZ), 43.9 mc. to cover 16,880 square miles, 15,524,420 population.

Boston, The Yankee Network (WAAB), 43.9 mc. to cover 35,500 square miles, 2,020,162 population.

Hartford, Conn., The Travelers Broadcasting Service Corp. (WTIC), 43.9 mc. to cover 14,768 square miles, 4,893,439 population.

Kansas City, Commercial Radio Equipment Co., 44.9 mc. to cover 2,995 square miles, 673,759 population.

Chicago, WJJD, Inc., 44.7 mc. to cover 3,700 sq. miles, 4,051,000 population.

Chicago, WGN, Inc., 44.3 mc. to cover 16,822 square miles, 6,344,983 population.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

N.B.C

JACKSON MOVES UP!

Jackson one of 11 cities where August-September retail sales expected to show greatest percentage increase relative to national average. (See "Sales Management", August 1, 1940.)

Total value Jackson building construction during July, 1940, was 21% above July, 1939.

Telephone installations increased 13% in Jackson from September 1939 to August 1940.

Invest your advertising dollars with WJDX—dominant radio station in Mississippi's active and growing market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Senate Probe

(Continued from page 89)

haffy, Mr. Hastings explained that all he wanted from Mahaffy was a history of the case and a review of the attitude of the court at the last request for continuance. Senator Tobey concluded his examination of Mr. Hastings by rattling off a long series of questions generally reviewing Mr. Hastings' previous testimony. Before Mr. Hastings left the stand, Senator Tobey requested that he supply the committee with his checks and office records for 1932-1933.

Complying with requests made by the committee, Col. Davis arose to supply a list of the advertising charges made against RCA by Lord & Thomas in 1932-1933. He also supplied a list of all the payments made to William G. Mahaffy, brother of H. C. Mahaffy Jr., from 1932 until his death. The listing indicated that $37,947 had been paid Mr. Mahaffy, on 28 separate billings from 1930 to 1939, for his services as a patent attorney.

As the session closed, Senator Tobey recalled Mr. O'Callaghan to the stand. He brought out that prior to Mr. O'Callaghan's appearance before the committee, he had met with Senator Tobey in his Senate office and there had told him that Mr. Sarnoff had said "not to say anything to Davis or other RCA officials about this continuance business." Senator Tobey asked him if this was a true statement. Mr. O'Callaghan answered that it was, except that Charles Neave, chief counsel in the case, was not included.

Given an opportunity to make whatever additional statement he hight desire, Mr. O'Callaghan denied categorically "any loose talk to interlopers" in regard to the 1932 case. He agreed, under further questioning by Senator Tobey, that he would say that his actions in the case "were either authorized or ratified by David Sarnoff".

Real Estate Men Again

At the opening of the Aug. 13 session Senator White produced for the committee a stack of checkbooks for the 1932-33 period, furnished by Mr. Hasting's firm. Senator Tobey indicated that Mr. Hastings would be called for another appearance, alluding to testimony alleging that the latter had received certain fees which went "into his own pocket". He also stated that he wanted Mr. Hastings' personal checking records deposited with the committee.

Appearing on the stand as the first witness of the day, Mr. Handy reviewed the general story of events preceding the continuance and consent decree. He stated that during a talk with Mr. Whiteford the preceding day the allegation that Mr. Whiteford had passed some sum of money to Senator Moses had come up. He declared he had stated at the time he had heard nothing of such an action.

Asked why he had made the junket to Boston and Concord, N. H., he explained that all he knew was that he had taken the trip at Mr. O'Callaghan's suggestion, observing that the latter had said it would be "more dignified" for him to introduce Mr. Whiteford to Mr. Sarnoff than to let them "look for a stranger all over the station platform".

Explains Activity

Questioned about the alleged threats attributed to the realty trio, he declared no threats had been made, but that he felt at the time that he was "just sort of pushed out of the picture after this thing was accomplished". He added that he could not remember that Mr. Whiteford read any blackmail statute to the group, pointing out that he was not a party to the release signed by Mr. Shaffer and Percy Keller.

Cross-examined by Col. Davis, Mr. Handy declared, "It all sums up that we were instrumental in settling this case." He said also that although Mr. O'Callaghan had mentioned $50,000, he had made no promises, and he himself never had expected to get "anything like" that amount.

Asked bluntly by Col. Davis, "Didn't you go along on the New England trip in order to lay the foundation for the claim you were going to make later?" Mr. Handy answered, "No." He said it was "absolutely a lie" that he had threatened to "kick this thing wide open" if he were not paid for his services.

"RCA certainly recognized me by calling me day after day until this thing was settled," he commented, adding in response to another remark by Col. Davis, "I suppose you think I am going to work for my health for someone I never knew before".

Explains Activity

Further colloquy developed as Senator Reed observed that one could hardly expect an outsider to go very deeply into the authority for an offer of $50,000 on the part of RCA when it was made by a person definitely identified as a "high-salaried" member of the RCA legal staff. He observed, as he had done before, that Mr. O'Callaghan to all appearances was the "Tommy Corcoran of RCA". Col. Davis, commenting to the committee, said, "You have heard a lot of testimony from a pot of people, and I am sure you know who to believe".

Offer of Influence

Recalling Mr. Mahaffy to the stand, Senator Tobey read two affidavits signed by two New York lawyers, alleging an "offer of influence" from Rodmond Mahaffy [heretofore called "Rodney Mahaffy" in the hearing]. The affidavits declared that Rodmond Mahaffy had said to them that Judge Nields and his uncle, Clerk Mahaffy, were on close terms, and that he was in a position to help secure a favorable decision in a case which the two lawyers were handling before the Wilmington court at that time.

Asked for a comment on this, Mr. Mahaffy, obviously moved, declared his nephew was "the finest boy you could find, but two highballs sets him off". He commented that the nephew, after resigning from the bar, had started a "small contracting business". He had filed application for readmission to the bar upon the instance of other members of the bar, he stated, but right in the midst of the readmittance procedure he "went off on this spree". Mr. Mahaffy observed that the hearing record also should incorporate commendatory letters from Judge Nields and other lawyers, which have been written on behalf of the nephew.

Tells of Finances

Questioned again about his bank accounts, he stated that although his brokerage account had been as high as $10,000 to $15,000, he started to close it out several months ago, and only about $2,000 or $2,500 remains in it. This amount represents airline and utility stock, he said. He also estimated that the Wilmington home he owned was worth $16,000, and a summer home at nearby Rehobeth Beach $10,000.

Mr. Mahaffy testified that he had conferred with Judge Nields before sending out the wires notifying lawyers of record of postponement of the case, but that he had not mentioned Mr. Hastings' connection with the case, for which he was "sorry". He said Mr. Neave and Mr. Olney had conferred with Judge Nields after Oct. 4 and on Oct. 10 the judge issued the continuance. As he concluded, Senator

RCA Fellowship

THROUGH funds provided by RCA Mfg. Co., the National Research Council has established a $3,000 fellowship for the investigation of biological problems with the electron microscope recently developed in the RCA research laboratories. In considering candidates for the RCA Fellowship, it is announced the Research Council will give preference to "versatile young men of United States citizenship, who have sound training in micro-biology, a doctor's degree (Ph.D. or M.D.), and a record of original work". The research work is to be conducted in the RCA research laboratory at Camden. Selection is to be made by committee of scientists of the National Research Council.

WHOM

BROADCASTS 5½ hrs. daily in Polish to over ½ million Poles — in addition to Italian-German-Yiddish-Spanish.

Get Details

JOSEPH LANG, Mgr.
29 W. 57th St. N. Y. City

Tobey requested that he furnish the committee with a complete list of all property held by himself and his wife, as well as all bank books and records for the 1932-33 period.

Burglary Indicated

Reappearing for further testimony, Mr. Whiteford estimated that a total of $16,996 had come into his hands from RCA, all but $5,221 of which he had passed on to other persons, as related in his previous testimony. Aside from again denying having passed any money to Senator Moses, as alleged by E. O. Keller, Mr. Whiteford developed a new "mystery" angle to the proceeding as he recounted that certain of his records were missing, and under such circumstances that it pointed to burglary. He pointed out that since the missing records covered three separate accounts—the firm, his personal checks and a special account for a farm he owns—all for the 1932-33 period in question, a reasonable deduction was that they had been taken by someone who knew the dates but not the accounts. It was not made clear just what purpose might be served by burglary of the checkstubs and other records, and Mr. Whiteford did not attempt conjecture on the matter.

In this connection, Mr. Whiteford developed that he had made a loan of $2,500 on Oct. 8, 1932, to Albert Hislop, a personal friend in Portsmouth, N. H. Mr. Hislop also was a friend of Senator Moses, and had cooperated in arranging details of the Sarnoff-Moses meeting, he stated. This $2,500 check had been lost sometime after he had had it in hand on Aug. 11, he explained. but Federal Reserve records would substantiate identities and amount.

Disowning identification as "payoff man" for RCA in 1932, Mr. Whiteford pursued the missing check question further after a noon recess in the day-long proceeding. He stated that the check had not been endorsed by Senator Moses, but had been endorsed for deposit by Mr. Hislop. The course of the money could be traced through Federal Reserve records, he suggested.

Sarnoff Reappears

Making his final appearance on the stand, Mr. Sarnoff denied he had told Mr. O'Callaghan to keep his "devious methods" from Col. Davis. He declared that he, along with Owen D. Young and Gen. James G. Harbord, knew of the modus operandi in securing a continuance, except for the real estate men.

He declared that it was a mystery to him why Mr. O'Callaghan had come before the committee and plead privilege, adding that another mystery in the case is "what hold Keller has on O'Callaghan". Commenting further on Mr. O'Callaghan, he said, "I do not belittle or decry him. I feel sorry for him."

An extended colloquy grew out of an inquiry by Senator Tobey whether Mr. O'Callaghan had been "fired" by RCA for his handling of the 1932 situation. Both Mr. Sarnoff and Col. Davis pointed out that he is no longer a member of the RCA staff, although he receives a $10,000 a year retainer under a two-year contract.

'Broadcasting' Enters In

Questioned on his holdings outside RCA, Mr. Sarnoff said he had no interests outside of 5,000 shares of RCA common stock. He revealed that his brother is one-third owner of Bruno Corp., RCA distributors in the New York area, while another brother is an insurance salesman handling some RCA insurance. Mr. Sarnoff also was asked if RCA or he himself had any interest in BROADCASTING, or any relatives in its employ. He replied flatly in the negative.

Considerable attention was given by Senator Tobey to the previously discussed report of J. Austin Smith, alleging improper financial practices to the detriment of RCA stockholders. He castigated both Mr. Sarnoff and Col. Davis for sanctioning RCA's employment of "a person who blackmails, blackballs and sticks a knife in your ribs".

As he stepped from the committee table, Mr. Sarnoff remarked, "One of the values of these hearings has been to make us wiser."

Col. Davis concluded RCA testimony by reviewing briefly Mr. O'Callaghan's present status with RCA. Asked by Senator Tobey if Mr. O'Callaghan was not really being given a "toboggan retainer" from which "he'll slide out of RCA in a couple of years", Col. Davis answered, "He may."

Program and Power Expenses Are Analyzed in FCC Report

Total Program Expense Is Placed at 40 Millions; Power Bill Is Found to Be 1.6 Millions

SUPPLEMENTING its report on network and station time sales during 1939 [BROADCASTING, Aug. 1], showing that the three major network organizations and 705 stations sold approximately $130,000,000 worth of time to sponsors, the FCC on Aug. 13 issued two reports—one analyzing program expenses and the other detailing the costs of power used by various categories of stations.

Covering 519 stations and the three networks, or only those stations having time sales of $25,000 or more during the year, the program cost report shows that their total program expenses last year amounted to $39,979,247. Of this amount the networks acounted for $14,469,768 and the 519 stations for $25,509,479.

Station-Network Costs

The breakdown for the stations follows: Salaries and wages of program departments, $6,417,118; talent expenses, $9,504,431; royalties and license fees relating to program material, $4,289,454; cost of wire services, exclusive of transmitter line, $2,305,434; other expenses directly related to programs, $2,993,042.

For the networks the breakdown was: Salaries and wages of program departments, $2,382,846; talent expenses, $5,376,229; royalties and license fees relating to program material, $519,857; cost of wire services, exclusive of transmitter line, $5,145,223; other expenses directly related to programs, $1,045,613.

The report further shows that 361 stations affiliated with networks spent $21,280,097 on programs while 158 stations not affiliated with networks spent $4,229,382. The 33 fulltime clear-channel stations alone accounted for $7,377,439 of program expense; the 198 fulltime regionals, $10,681,963; the 165 fulltime locals, $2,843,549.

The power bill for the 519 stations doing $25,000 or more business amounted in 1939 to $1,639,117, with the breakdown as follows: 33 50,000-watt stations, $623,089 an average of $18,881 per station; four part-time 50,000-watt stations, $70,816 an average of $17,704; 19 fulltime stations of 5,000 to 25,000 watts, $104,651, an average of $5,508; five part-time stations of 5,000 to 25,000 watts, $17,030, an average of $3,406; 198 fulltime regionals, $548,286, an average of $2,769; 56 limited and daytime regionals, $80,170, an average of $1,432; 24 part-time regionals, $42,688, an average of $1,779; 165 fulitime locals, $135,971, an average of $824; 15 day and part-time locals, $16,416, an average of $1,094.

Radio Strip for Papers

REVERSING the usual situation, a comic strip series first presented by radio is being made available for sale to newspapers. The strip, "The Adventures of Gabby Scoops", based on the work of a roving reporter, is written by Bill Treadwell and for the last four months was presented Friday nights on the *Uncle Don* program on WOR, Newark. It is being offered to newspapers through hte McClure Syndicate. The strip also is published in Whitman Publishing Co.'s "Crackjack Funnies" magazine.

German Ban on Pickups Of Reich Broadcasts By Mutual Is Rescinded

RELATIONS between the German Government and the Mutual Broadcasting System have returned to normal and MBS is once more broadcasting the reports of Sigrid Schultz from Berlin each Sunday evening.

Dr. Otto Dietrich, Hitler's personal press representative, had cancelled all service to MBS from German territory following the action of the Don Lee group in dropping the MBS broadcast of Hitler's speech to the Reichstag on July 19 before its completion, announcing at the time that "Hitler should not be permitted to use our American facilities to justify his crimes against civilization itself" [BROADCASTING, Aug. 1]. The ban was in force for about a week, cancelling the July 21 broadcast of Miss Schultz, but permitting her return to the air on July 28.

Resumption of service was announced by Fred Weber, MBS general manager, as follows: "The arrangement was effected with the German broadcasting authorities to maintain Mutual's policy of making available all world wide news and program material for acceptance or rejection by the members and affiliated stations comprising the Mutual network of radio stations."

* * *

Weiss Explains

MR. WEISS said Aug. 12 that only the Don Lee segment of MBS was refusing the German programs. He said the remainder of MBS and the other major networks, as far as he was aware, are continuing the broadcasts and have not been denied this authority by the German government. Mr. Weiss declared the Don Lee policy is to deny time for all such broadcasts, including Communist as well as Nazi.

Declaring a tremendous response has been received from all parts of the world to his July 19 action, Mr. Weiss said it was 20 to 1 in favor of the action. Some threatening letters have been received and some of the opposition was directed against purported encroachment upon free speech. Mr. Weiss said that in his opinion Nazi propagandists have no more right to claim the privilege of free speech than Nazi parachute troops would have the right to claim the privilege of free assembly.

Buck Asks Advertisers' Aid

(*Continued from page 20*)

they could, destroy ASCAP, even though radio was ruined in the process of doing it.

"We are amazed at the manifestation of a degree of censorious conceit such as would prompt these two great and overpowering radio groups to believe for a moment that they are going to tell Damrosch, Whiteman, Waring, Lombardo, or Black what music to play. By what process of loose reasoning do these radio rajahs deduce that they will tell Lucky Strike, Cities Service, Maxwell House Coffee, or their advertising agencies, who have purchased "time on the air", of what musical content their programs shall be made? Whence derives a belief that in their might they are going to determine what will be the musical fare of the more than 50 million people who they claim listen nightly to radio? By what specious argument are they going to support the arrogance with which they now determine what music shall or shall not be heard on radio, or to boycott much of the world's best music?

'Forgotten Dust'

"Of course, it is all an absurdity. It amounts to grown men shadowboxing, making faces at each other, and whistling in the dark. Nothing of the sort is going to happen. ASCAP music will be on the air just as frequently as it is now, when every man who is presently discussing this controversy has become forgotten dust.

"In the meantime, great harm may be done. It will be interesting to observe the development of this controversy. Assuming the Government is equally as interested in violations of the law by others as if alleged to be by ASCAP, what will it think of a conspiracy by the broadcasters, advertising agencies, and performing artists, in a concerted action to boycott the music of the ASCAP repertoire? We think the Government may be intensely interested to note this effort to prohibit the performance of such music by corporations which own booking offices, phonograph record factories, and motion picture producing units."

Despite Mr. Buck's assurance that reports of pressure on agencies or artists from the broadcasters "will be held in strict and inviolable confidence," the suspicion has been voiced that his request for such information is not altogether disassociated from his interest in Government handling of the ASCAP case [BROADCASTING, Aug. 1].

Elsewhere in his massive document, Mr. Buck mentions the folly of instructing "orchestra leaders and others that they must abandon their musical signatures or themes, if in the ASCAP repertoire, on Jan. 1."

"Does anyone suppose that Whiteman will abandon 'Rhapsody in Blue'—his musical trade-mark?" he states. In answer to that question it has been pointed out that in 1936, when the Warner Bros. catalogs were withdrawn from ASCAP, Whiteman abandoned "Rhapsody in Blue", using another theme until such time as this number was reinstated into the ASCAP catalog.

* * *

Calls for 'Open Market'

An open market for music, permitting advertisers and broadcasters alike to purchase the music they want on a competitive basis rather than being forced to buy and popularize the music of a single monopolistic source, is the ultimate goal of the radio industry in its organization of Broadcast Music Inc., Sydney Kaye, vice-president and general counsel of BMI, told a score of agency executives at a BMI luncheon July 31, in the Waldorf-Astoria, New York.

Pointing out that the proposed ASCAP contracts call for payments by broadcasters of approximately $9,000,000 annually, or $45,000,000 for the five-year term, a sum he said is 80 times as large a percentage of radio's total income as ASCAP now receives from any other industry, Mr. Kaye stated that "it is manifestly impossible for the industry to absorb such exorbitant demands.

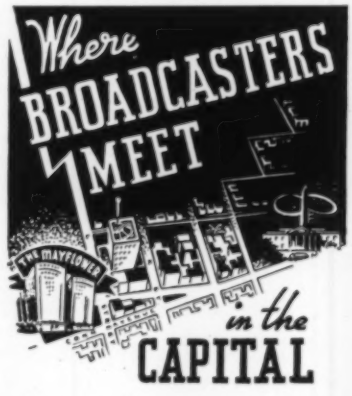
"It is obviously in the interest of the advertiser and advertising agency to protect themselves from an exorbitant increase in costs and to protect their programs from sudden change by substituting now the music which radio will be licensed to play after Jan. 1, 1941, and in opening the door to creative talent struggling for an opportunity to be heard on the air."

Indemnities Promised

Urging them to call on BMI to assist in solving their musical problems, Mr. Kaye said that BMI will grant full indemnity to any advertising agency, advertiser or performer using numbers from its catalog, differing from the ASCAP contract which grants a limited indemnity to the broadcaster and none at all to advertiser or agency.

Present at the luncheon were: John Benson and Frederic Gamble, AAAA; A. W. Lehman, ANA; William Tieman, Atherton & Currier; Arthur J. Daley, N. W. Ayer & Son; Robert W. Hersey, J. L. Badger, Badger and Browning & Hersey; C. E. Midgely, Herbert Sanford, BBDO; John R. Latham, Benton & Bowles; George C. Castleman, Bermingham, Castleman & Pierce; Regina Schuebel, Biow Co.; George Tormey, James Sauter, Blackett - Sample - Hummert; Mort Heineman, Franklin Bruck Adv. Corp.; Robert Salter, Buchanan & Co.; I. W. Clements, Clements Co.; John McMillin, Compton Adv.; Edward J. Fitzgerald, Erwin, Wasey & Co.; William Holcomb, Wm. Esty & Co.; R. G. Pratt, Chas. W. Hoyt Co.; Herman Kastor, H. W. Kastor & Sons; Louis Dean, Arthur Kudner; Jay Clark, Lennen & Mitchell; Norman Morrell, Carl Stanton, Lord & Thomas; Joseph Bonime, Frank Conrad, McCann-Erickson; George V. Carhart, C. L. Miller Co.; Emil Mogul, Emil Mogul Adv. Co.; Edgar Sisson, Lawrence Shenfield, Pedlar & Ryan; Guy W. Pierce, Roche, Williams & Cunnyngham; Peter Barnum, Ruthrauff & Ryan; R. A. Porter, Stack-Goble Adv. Agency; A. L. Reinitz, Chas. M. Storm Co.; Cal Kuhl, Frank O'Connor, J. Walter Thompson Co.; C. M. Rohrabaugh, Ward Wheelock Co.; Preston Pumphrey, Warwick & Legler; Frederic W. Wile and Frank Coulter, Young & Rubicam.

ELEANOR BEESON has been appointed director of publicity and public relations for W. I. Tracy, New York. She takes with her the clients she formerly serviced as an independent publicity expert.



DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

THE LONG and SHORT OF IT

1000 watts, full time, on 950 kc. *long wave*, gives you coverage of 100,000 homes in Vancouver, Victoria and adjacent markets!

Northern and Interior coverage from B.C.'s *only short wave* station reaches many listeners hearing daytime Canadian radio for the first time in their lives!

All at the old 100-watt rate until Sept. 1.

CKWX

and Short Wave CKFX
VANCOUVER · CANADA

Representatives • Weed & Co. • All Canada Radio Facilities

MBS Keys Shun ASCAP Contract

Weber Notifies All Affiliates Terms Are Unacceptable

ANNOUNCEMENT that ten key stations of MBS have rejected the terms of the new ASCAP license and therefore after Jan. 1, 1941, will neither originate any programs containing ASCAP music nor broadcast such programs sent to them from other stations was made Aug. 8 by Fred Weber, general manager of MBS, in a letter addressed to all Mutual stations and advertising agencies.

Effect of this action is to align Mutual with NBC and CBS in a united front against the ASCAP demands and to kill once and for all recent rumors that MBS facilities would be available to programs of ASCAP music after they are barred from NBC and CBS.

Up to Affiliates

Stations listed as having informed MBS they "definitely do not intend to accept the terms proposed by ASCAP for the renewal of their existing ASCAP licenses" are WAAB, Boston, key station of the Colonial Network; WKRC, Cincinnati; WHK-WCLE, Cleveland; WGN, Chicago; WOR, Newark; KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara, the latter four keys of the Don Lee Network.

The letter points out that "Mutual does not originate programs, but merely makes available to members and affiliates programs originated by other members and affiliates. Accordingly, questions involving music copyrights in connection with such programs must ultimately be decided by the member and affiliate stations."

It was this unique network setup, unlike that of NBC and CBS which own and operate the majority of their key stations, which had given rise to reports that MBS, being unable to speak for its stations, would avoid taking any action on the ASCAP question and so place itself in a position to profit at the expense of NBC and CBS by being able to accept commercial programs containing ASCAP music after the first of the year.

'Syndicate' Rumor

Indeed, one report had it that a syndicate had already been formed to secure an exclusive license for the use of ASCAP music on a nationwide basis and resell this privilege to certain large advertisers, the programs to be placed on MBS hookups.

Flaws in the logic back of such reasoning are clearly revealed in the final paragraph of Mr. Weber's letter, which reads as follows: "Inasmuch as the Mutual Broadcasting System is a station owned, financed and operated network, you may be sure that the best interest of all the member and affiliate stations will be the paramount consideration in any decision by Mutual member stations."

WITH 51 stations added to the BMI roster during the NAB convention, the total now stands at 362 members, representing approximately 85% of the dollar volume of the entire broadcasting industry, according to BMI statisticians.

PROPAGANDA FIZZLE
ASCAP-Planted Cartoon Cut After Discovery

AN ASCAP attempt to plant its propaganda in the *New York World-Telegram* through a cartoon by Will B. Johnstone, ASCAP member and *World-Telegram* cartoonist, fizzled July 31 when the pro-ASCAP cartoon was deleted from the paper after it had appeared in the first edition. Newspapers executives reported the removal resulted when the space was needed for news. Scripps-Howard, which owns the *World-Telegram*, also operates four radio stations—WNOX, Knoxville, WCPO, Cincinnati. WMC and WMPS, Memphis.

The cartoon consisted of six panels, the first of which pictured an announcer at the mike of Station NG stating, "Kate Smith will now sing 'Yes, We Have No Good Music, We Have No Good Music Today' ". In another box a radio program included "Rhapsody in Old, Expired Copyrights" and "Melodeon Flops of 1864". A third panel showed a radio set blaring, "We now bring you the amateur hour with works of composers controlled by the networks. We pause a moment for you to tune out."

BMI Recordings

FOUR phonograph records of BMI tunes are scheduled to make their appearance on music counters this month, with "What Good's the Moon?" which was issued as an Okeh disc on Aug. 2, having the distinction to be the first BMI composition to be waxed for home reproduction. On Aug. 23 "Same Old Story" will be issued by both Bluebird and Okeh, and on Aug. 30 "Practice Makes Perfect" will appear under the Bluebird label. Bluebird records are produced by RCA Mfg. Co.; Okeh discs by Columbia Recording Corp.

Greeting Cards Test

AMERICAN GREETING Publishers, Detroit (greeting cards), has appointed Simons-Michelson, Detroit as agency. Ivan Frankel is in charge of the account, and plans are for a 13-week test campaign of dramatized one-minute transcribed announcements in Chicago, Detroit and Cleveland.

Talent Firm Backs BMI

CONSOLIDATED RADIO Artists major talent management organization, has informed BMI that it "will cooperate with you by featuring BMI music on all of our radio programs, starting immediately," in a letter written Aug. 2 by CRA's president, Charles E. Green. Stating that his company has under its management such bands as Jan Savitt, Charlie Barnett, Blue Barron, Little Jack Little, Don Bestor, Isham Jones, Gray Gordon and Louis Armstrong, Mr. Green stated "We expect to have at least 50% of all programs playing your music by the end of next week and feel reasonably sure that this will be increased to 90% before the end of the month."

BMI Minimum Fees

(*Continued from page 18*)

of authorship. Such figures as are now available tend to show that the leading hits are performed by the average station throughout the country three to four times a day during the period when they are most popular.

"Thus performance by 500 stations three times a day will produce almost $1,400 in three months. The number of performances of BMI music may be deemed to be even greater than those of others because of the natural tendency of broadcasters to perform the music which they themselves through BMI permanently control.

"Since the young writer at present receives no compensation at all, it is obvious that the payments of BMI will constitute a very substantial reward for such writers, and will be a great improvement of their status. Even with respect to the few selected ASCAP members, however, it has been estimated that the majority of them would fare better if ASCAP adopted BMI's method of compensation. Indeed, test cases have been checked and instances found where writers who now receive from $10 to $1,200 per annum, would be receiving several thousands of dollars under BMI's method of payment."

LeROY MILLER, announcer of KYW, Philadelphia, associated with the early-morning *Musical Clock* programs, has organized a "KYW Radio Revue" for personal appearances at resorts.

KVI, Tacoma, Affiliation, To Be Dropped by CBS

FOLLOWING the recent action of the FCC in giving KIRO, Seattle, Class I-B status as a fulltime cleared channel station with 10,000 watts power, CBS has notified KVI, Tacoma, that the latter's affiliation with the network will be discontinued next June, as CBS feels it would not in the public interest to have a duplication of its programs in the area which will be covered by KIRO as well as KVI when KIRO begins operations with its new power. Construction is now under way on the new transmitter which KIRO hopes to place in operation before the first of the year.

Reports that the network's proposed withdrawal from Tacoma has aroused resentment in that city recall the conspiracy suit filed against CBS and Senator Bone of Washington in 1938 by the owners of KOL, Seattle, which had been the CBS affiliate in that city before the network broke that relationship to replace KOL with KIRO as the Seattle outlet. Suit, alleging that Sen. Bone used his public office to favor KIRO at the expense of KOL, asked damages of $250,000 from the network, the Senator and the owners of KIRO [BROADCASTING, June 15, 1938]. These charges were denied by all parties and the suit was later dropped.

ROBERT B. EATON, applicant for an experimental television station in Des Moines, is the composer of two tunes recently published by Broadcast Music Inc.—"When the Night was New" and "Let's Talk About You."

OVER THE DOLDERICKS
WDZ TELLS AND SELLS
A BIG TRIPLE MARKET
New people, new money, new jobs are pouring into the booming Southern Illinois oil fields. You can reach these buyers over WDZ. WDZ's area is enjoying prosperity from NOT just this one but THREE rich sources—(1) the oil fields, (2) the urban and industrial markets of Champaign-Urbana, Decatur, Danville, Terre Haute and Bloomington, and (3) a $200,000,000.00 annual income farm area. COVER this TRIPLE market with WDZ.
Howard H. Wilson Company
Special Representatives
New York • Chicago • Kansas City
San Francisco
Case Histories
WDZ pulled 10,119 box tops for Waits Green Mountain Cough Syrup, 15 min. program, 3 times weekly, 13 weeks.
WDZ received 5205 Kitchen Klenzer Labels with a 5 min. program 3 times weekly, 6 weeks.
WDZ received 2837 replies for Maca Yeast in one month.
WDZ TUSCOLA ILLINOIS
★ WDZ BROADCASTING COMPANY ★

Miller vs. Hutchinson

PRO AND CON views on radio's self-regulation are exchanged by Neville Miller, NAB president, and Paul Hutchinson, managing editor of *The Christian Century*, in the July *Rotarian* magazine. Opposing Mr. Miller's stand on behalf of the NAB Code, Mr. Hutchinson observed that the voluntary code of self-regulation in the last analysis amounted to "window dressing" more than a cure. The two exchanged views in separate articles published under the single title, "Can U. S. Radio Regulate Itself?"

Woodbury in Canada

JOHN H. WOODBURY Co., Cincinnati, is conducting a spot campaign on more than 12 Canadian stations for Woodbury soap. Live announcements of 50 to 100 words are broadcast in leading markets including Montreal, Ottawa, Toronto, Quebec, St. John, Sidney, Winnipeg, Edmonton, London, Vancouver, Halifax Calgary and London. Lennen & Mitchell, New York, handles the account.

KPAC Towers Blown Down

THE tropical hurricane that swept the Gulf Coast area Aug. 7 razed the towers of KPAC, Port Arthur, Tex. KRIC, Beaumont, was forced off the air by power failure. Gulf Coast broadcasters kept listeners informed as the storm approached, with KFDM, Beaumont, being the only station in the area to broadcast throughout the day. A crew of operators handled the hundreds of phone calls from those whose receivers were silenced by power failure. Stations prevented undue alarm by relaying authentic reports from Port Arthur and Houston weather officials.

R. M. HOLLINGSHEAD Corp., Camden, has named H. B. LeQuatte Inc., New York, to handle its Whiz wax and cleaners, as well as its current direction of Whiz self-polishing floor wax advertising. The floor wax is promoted on KYW, Philadelphia. Plans have not been developed for the remainder of the account.

Guestitorial

'THIS PROGRAM IS TRANSCRIBED'

By S. J. HAYDEN*

"THE following program is transcribed" is an announcement which assails the ears of listeners scores of times each day. It is an announcement which is to me as superfluous and useless as would be an announcement, "The following program is broadcast." Yet I suppose there must be some reason, some basic idea behind this insistence on someone's part that all transcribed material must be specifically announced as such.

Before I go any further I should perhaps explain that I am a New Zealander, resident in the United States since the beginning of this year, and although I have 14 years active service with the New Zealand National Broadcasting Service and am thoroughly familiar with broadcasting in the Antipodes and in England, I have never heard of such a transcription restriction as exists here. May I also make it clear that I have no interest whatever in any transcription firm or in any advertising agency, nor am I at present connected with U. S. broadcasting in any way.

Another Category

Having made these disclaimers perhaps you will permit me to develop my argument. If my impression is correct I gather that there exists some regulation which frowns upon the transcribed form of entertainment, or which at least insists that the transcription is not quite the "sporting" way of offering material to the listener.

Why? Because it is faked?

Of course, I realize that the transcription is not "live" performance but surely it cannot be classed as a record—that is an ordinary commercial recording.

In the first place the transcription is not available for sale to the general public and in its dramatic form or as a variety and revue presentation it is never intended for radio broadcast ad nauseum. Indeed I should imagine that half-a-dozen diffusions from different parts of the United States would be the absolute maximum.

No. Good Reason

To me, these points place the transcription in an entirely different category from the ordinary record so that I cannot believe this is the reason for the discrimination which exists. Moreover, looked at entirely from the listener interest viewpoint the transcription offers much scope for the highly polished and completely perfect presentation. That is, in the case of dramatic shows any serious mistakes or hesitancy in dialogue can be eliminated, perfect balance between sound effects and dialogue can be ensured and no loss of clarity of diction due to audience background or monitoring deficiencies need be apparent.

Furthermore, your leading American radio stars appear to be concentrated for the most part on studio appearances during the prime hours of the day's schedule and the transcription would certainly offer the chance for many listeners to hear these same artists in transcribed form during the less popular hours. The net result should be an immeasureable improvement in the overall standard of programs between morning and late afternoon so that the listener would appear to reap the benefit from all angles.

As to the advantages for the broadcaster I think there can be little necessity for discussion on this score. At the present time we see untold time and care lavished on studio productions which once disseminated are forever lost. In other words the wastage is tremendous and waste in any industry is usually one of the first factors eliminated.

With regard to the artist and performer, he can have little or no cause for complaint because his fees could always be, and doubtless are, gauged with regard to the degree of permanency affecting his show.

Not Deception

Technically there can be no room for quibble. The ordinary listener today would be quite unable to determine whether or not he was listening to the real thing. "Ah ha", say the supporters of this seemingly unreasonable regulation, "there we have you. The transcription is nothing more nor less than deception". How and why?

All the important parts of broadcast production are deception. Sound effects, backgrounds, themes and so forth. That form of deception I prefer to call art, or the development of an art if you prefer. In any case, unless it be that your American listener is vastly different from the British listener he will care not one scrap how his radio entertainment reaches him, or by what media, so long as it is of the highest possible standard. That the transcription is of this required standard is to most people self evident.

In the face, then, of all these reasons, what is the objective in insisting on the unreasonable restriction which labels all transcriptions as such whenever they are presented. This system is simply creating in the listener's mind a complex against a legitimate and effective medium. Such a complex will in the course of time prove considerably difficult or impossible of eradication and lacking some arguments to the contrary I am convinced that some action should be taken by the broadcasting industry to eliminate a piece of "red tape" which must have been tied during the days of the carbon microphone.

*Mr. Hayden from 1926 to 1940 was assistant general manager and productions director of the New Zealand National Broadcasting Service, which he says relies heavily upon quality transcriptions. He is currently in this country on a visit.

WADHAM'S OIL Co., Milwaukee, which has sponsored 227 of the 250 pro and collegiate football games reported by Russ Winnie, assistant manager of WTMJ, during the last 11 seasons, will again sponsor games of the Green Bay Packers, pro team, and various U of Wisconsin games during the forthcoming season. Season for Winnie begins with unsponsored coverage of the Packers-All Stars game in Chicago Aug. 29 and continues through Dec. 1.

ALTHOUGH CBS had announced plans for William L. Shirer, CBS correspondent in Berlin, to bring eye-witness reports of the trial of former French political and Army leaders at Riom, France, it was discovered prior to Aug. 8 that no telephone wires led from the city to carry the broadcast, and the special presentation had to be abandoned.

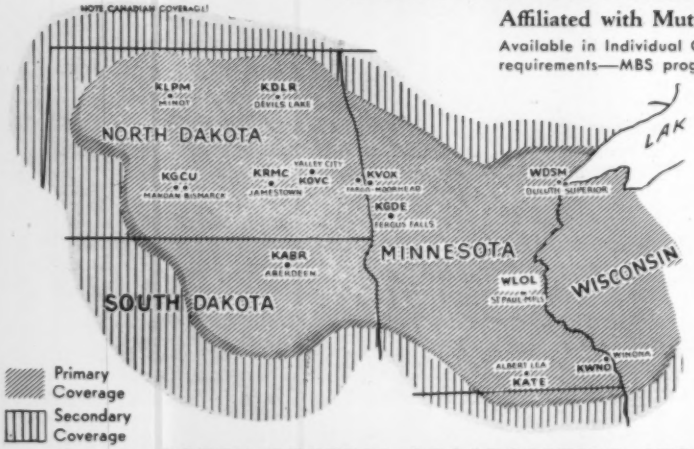
HABITANT SOUP Co., Manchester, N. H. and Montreal, on Sept. 19 starts weekly participations in Nancy Craig's *Women of Tomorrow* program on WJZ, New York, to promote its pea soup. H. B. LeQuatte, New York, is agency.

5,000,000 NORTH CENTRAL LISTENERS AWAIT YOUR PROGRAM

Thru the NORTH CENTRAL BROADCASTING SYSTEM

Affiliated with Mutual "Coast to Coast" Network

Available in Individual Groups to fit your distribution or sales requirements—MBS programs available for local sponsorship.



RESERVE *your* spot *now* on these special participating Programs

7:30 Morning News
1:00 Housewives' Bureau of Information
3:00 PM Grocer Bill
5:00 PM Home Town Paper
7:30 PM Today's Headlines

You can buy participation 5 times weekly on any program and get our complete merchandising service.

Attention: Food & Drug Accounts — we guarantee Distribution and Displays in 1500 Retail outlets — at no cost to you—Wire or phone for details.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

Executive Office: Empire Bank Bldg., St. Paul, Minnesota

Chicago: 360 N. Michigan Ave., State 9572 • New York: 11 E. 42nd St., MU. 2-6148

Phila. Stations Stiffen Foreign Tongue Rules

PHILADELPHIA radio stations broadcasting foreign-language programs — WDAS, WPEN and WHAT — have formulated their own requirements for foreign broadcasts. They now demand that broadcasters must prove American citizenship; news programs must be exact translations of the flashes used on regular broadcasts; there must be no commenting on news items and no ad-libbing; all copy must be edited, translated, re-edited and passed by the program department; program and translation must be filed together. While some dramatizing is done, the majority of the Philadelphia programs are devoted to straight news reporting and music.

Pat Stanton, general manager of WDAS, which broadcasts Polish, Italian, Jewish, Slovak and Ukranian programs, expressed the general sentiments of the stations concerned. "Continuing these programs," he said, "is a definite way of counteracting fifth column activities, for these programs are dedicated to the promoting and spreading of Americanism among those of our population who understand only their native tongue. For these people, the foreign-language program is one of the principal, often the main, interpreter of American traditions and ideals. They must continue."

Buys News Periods

NATIONAL BISCUIT Co., New York (crackers) on Sept. 9 starts five and six quarter-hour news periods a week on KMBC, Kansas City; KFH, Wichita; WFAA, Dallas; KARK, Little Rock; WOW, Omaha; announcement between news periods on KOIL, Omaha; five-minute news periods on KTHS, Hot Springs. Tulsa and Denver stations are to be selected. The sponsor on Aug. 19 winds up the Victor record series with Martin Block, heard on 20 stations for NBC bread for 26 weeks. McCann-Erickson, New York, is agency.

'Winslow' on 3 More

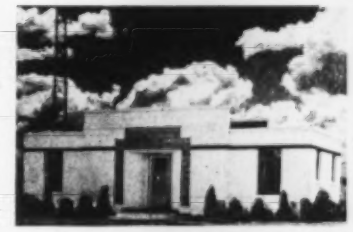
FRANK H. FLEER Corp., Philadelphia (Dubble Bubble gum), on Aug. 12 started *Don Winslow of the Navy* quarter-hour discs on WHN, New York; WSAN, Allentown, and WSJS, Winston-Salem, N. C., and changed from live talent to disc on WLW, Cincinnati. Discs, produced by Transamerican, are heard five times a week. Agency is N. W. Ayer & Son, Philadelphia.

Hudson Dealers in N. Y.

NEW YORK dealers of Hudson Motor Car Co., Detroit, have appointed the Brenallen Co., New York, to direct advertising for 1941 models. A campaign of live spot announcements began Aug. 12 over WNEW, New York, and WICC, Bridgeport. Expansion of the campaign will be determined by the radio advertising appropriation which is still unsettled. C. Victor Gulla is the account executive.

Ford's Pro Football

FORD DEALERS of Washington, D. C., will sponsor play-by-play accounts of the 11 Washington Redskins professional football games on WOL, Washington, starting Sept. 15. Announcer has not yet been selected, according to McCann-Erickson, New York, handling the dealer account.



HOME of WTRY, Troy, N. Y., which recently began operating under the direction of Fred Ripley. It is one of the group of stations controlled by Col. Harry Wilder, including WSYR, Syracuse, and KEEN, Keene, N. H.

CHICAGO CONTEST
Over 4,000 Dealers Join in Hi-Li Promotion

A TRIANGULAR deal has been completed between WENR, Chicago, the J. O. Stoll Co., Chicago news distributor controlling more than 4,000 outlets, and Balaban & Katz, theatre chain, for a WENR Hi-Li Contest to determine best Hi-Li players in the city, to be held on 130 playgrounds in Chicago. The contest started on Aug. 10 and will conclude Sept. 14. Screen trailers at all B&K neighborhood theatres, daily spot announcements on WENR and distribution of 500,000 descriptive circulars at 140 stores and theatres, plus ten "sky writing" ads via airplane are included in promotion.

Contest awards include a week's trip to the New York World's Fair for the winner, plus all expenses for an adult companion; 30 bicycles, $100 in cash and 1,000 super de luxe Hi-Li outfits. As a special drawing card, free ice cream is served to all Chicago younsters under 16 years of age who enter the contest. Contest blanks are secured with paid admissions to B & K houses.

The reciprocal angle gives WENR the benefit of title-publicity in theatres, show windows and on each of the Stoll news outlets. B & K gets its share on printed contest blanks and in presenting winners from playgrounds in various districts on neighborhood stages. The Stoll Co. collects on the sales of Hi-Li paddles which range from 5 to 50 cents.

JOHN HARMON FILMAN, New York, 43, pioneer hockey and la crosse announcer, died Aug. 12 from pneumonia.

With the Heat

PETER FOX BREWING Co., Chicago (De Luxe beer), sponsor of the 10-minute *Swing It* program following all baseball broadcasts on WGN, Chicago, and daily five-minute sportscasts on WWJ, Detroit, during the recent hot spell in Chicago ran a concentrated one-week schedule of 80 100-word announcements on WIND, Gary, Ind., and WCFL, WJJD, WAAF, Chicago. Sponsor has decided to promote heavily whenever weatherman so decrees. In addition, a 13-week schedule of twice-weekly 100-word announcements has been placed on WJR, Detroit. Schwimmer & Scott, Chicago, is the agency.

Fendrich on Red

H. FENDRICH Inc., Evansville, Ind. (La Fendrich cigars), has contracted for the 1-1:30 p.m. (CST) period on 10 NBC-Red stations Sundays beginning Sept. 29, for its *Smoke Dreams* program featuring the friendly philosophy of The Dreamer. This will be the fourth consecutive year this 13-week program has been used. The broadcasts will originate at WLW and in addition be heard over WMAQ KSD KSTP WHO WOW WDAF WSPD WEBC WSM. Ruthrauff & Ryan, Chicago, handles the account.

New UP Subscribers

RECENT subscribers to UP news service include: WSFA, Montgomery; WJHO, Opelika, Ala.; WMSD, Sheffield, Ala.; KGLU, Safford, Ariz.; KOA, Denver; WSPB, Sarasota, Fla.; WSUN, St. Petersburg; WSB, Atlanta; WMBL, Macon, Ga.; WJPF, Herrin, Ill.; KVOL, Lafayette, La.; KPLC, Lake Charles, La.; WCOU, Lewiston, Me.; WELL, Battle Creek, Mich.; WJMS, Ironwood, Mich.; WJPR, Greenville, Miss.; KFUO, Clayton, Mo.; WNBF, Binghamton, N. Y.; WHDL, Olean, N. Y.; WSLB, Ogdensburg, N. Y.; WHCU, Ithaca, N. Y.; WFNC, Fayetteville, N. C.; WGTC, Greenville, N. C.; WHKY, Hickory, N. C.; KVOO, Tulsa; WHP, Harrisburg, Pa.; WJAC, Johnstown, Pa.; WARM, Scranton, Pa.; WSPA, Spartanburg, S. C.; WKPT, Kingsport, Tenn.; WHUB, Cookeville, Tenn.; KXOX, Sweetwater, Tex.; KOVO, Provo, Utah; KDYL, Salt Lake City; WBRW, Welch, W. Va.; WATW, Ashland, Wis.

Campana's 11th Year

CAMPANA SALES Co., Batavia, Inn. (Italian Balm), on Sept. 3 will begin its eleventh season of sponsorship of *First Nighter* programs. The show will be heard Tuesdays, 7:30-7:55 p.m. (CDST) on CBS. Barbara Luddy, leading lady on this show since June, 1937, and Les Tremayne, leading man since 1936, will again be co-starred. Eric Sagerquist will again conduct the orchestra, Marvin Mueller will be heard as Mr. First Nighter, and Joseph Ainley will direct. Aubrey, Moore & Wallace, Chicago, handles the account.

'Ramparts' Film Buys Spots

TIME Inc., New York, since July 23 has been sponsoring one-minute spot announcements promoting the opening of its film "The Ramparts We Watch" in various cities throughout the country. The announcements are heard daily on every station in the city involved, usually the week preceding the premiere of the picture. About 15 cities have already shown the picture with this type of advance promotion. Young & Rubicam, New York, handles the account.

Wesson Adds An Agency

WESSON OIL & SNOWDRIFT Co., New Orleans, has named Kenyon & Eckhardt, New York, as agency in conjunction with the present agency, Fitzpatrick Adv. Agency, New Orleans. The firm is currently sponsoring *To the Ladies* on Arizona Network for Blue Plate Mayonnaise, as well as a spot announcement drive.

FOSTER-MILBURN Co., Buffalo, in early September will add several stations to the present list carrying thrice-weekly spot announcements for Doans pills. Street & Finney, New York, is agency, with placement by Spot Broadcasting.

HOBO JOE *Says:*

"I had a dandy business once, but it went fft. Yessir, I should have listened to that WPEN fellow."

WPEN PHILA. 1000 WATTS

Time Purchases By Parties Await Acceptance Talks

Late Opening May Result in Reduced Expenditures

ALTHOUGH detailed plans for commercial time had not been announced by either the Republican or Democratic parties as BROADCASTING went to press, political broadcasts will go on a commercial basis following the Aug. 17 acceptance speech of Wendell L. Willkie, Republican candidate for President. Pre-commercial plans also include the acceptance speeches of the two vice-presidential candidates—Charles L. McNary, Aug. 27 from Salem, Ore., and Henry A. Wallace, Aug. 29 from Des Moines.

Detailed plans to use commercial time in the Presidential campaign are being developed by the radio directors of both parties. G. W. (Johnny) Johnstone, radio director of the Democratic National Committee, has transferred his headquarters from Washington to the Biltmore Hotel, New York, where he will superintend Democratic radio activities. Republican broadcast schedules are in the hands of Wells (Ted) Church, Republican National Committee radio director, headquartering in Washington.

Late Starting Date

Although earlier in the year it was expected the two parties would use more commercial radio time than ever before [BROADCASTING, March 15], it is possible these early estimates necessarily may be revised, largely because of the late starting date of the actual campaign and also because of the limits placed on campaign expenditures under the Hatch Clean Politics Act.

A report of an alleged scheme to circumvent restrictions of the Hatch Act recently drew the attention of Chairman Gillette (D-Ia.), of the Senate Campaign Expenditures Committee. The reported plan was to place political speakers as "guests" on regular commercial broadcasts. Although Chairman Gillette indicated the practice per se would not violate the law, he observed that if it was widely followed, it would effectively violate the spirit of the Hatch Act provisions limiting individual contribution to $5,000 and total campaign expenditures to $3,000,000 for any political organization. He indicated that if formal complaints are filed, they will be investigated.

Pointing out that the practice also would work to circumvent the Corrupt Practices Act prohibition against campaign contributions by corporations, Senator Gillette observed that he believed the committee has authority to "delineate" between proper and improper political practices, even if they are within the letter of the law.

All three national networks and two individual stations will broadcast the Aug. 17 ceremonies attending Mr. Willkie's acceptance of the Republican nomination in Elwood, Ind., his home town. NBC, CBS and MBS, along with WGN, Chicago, and WLW, Cincinnati, have sent special staffs to Elwood to handle two special broadcasts, a quarter-hour pickup of the Republican nominee's appearance on the steps of Elwood High School, from 3:15-3:30 p.m. (EST), and the notification and acceptance speeches from the local Callaway Park, starting at 4 p.m.

Network Pickups

WIRE, Indianapolis, will handle the pickup for MBS. NBC and CBS will send their own network crews, including engineers and announcers. NBC will be represented by Carleton Smith, NBC Presidential announcer, and Bud Barry, recently assigned to handle NBC announcements on the Willkie campaign trips. Bob Trout and John Charles Daly probably will handle CBS pickups. Peter Grant, WLW chief announcer, will handle the direct-wire origination for WLW.

MBS carried three special programs from Elwood prior to the acceptance ceremonies. On Aug. 10 and 11 Quin Ryan interviewed hometown friends of Mr. Willkie, and on Aug. 15 Ruth De Young Kohler, a member of the Willkie advisory committee, originated her WGN *Women World Wide* program there.

Although the networks also have indicated they will broadcast the acceptance speeches of the vice-presidential candidates in Salem and Des Moines, no staff assignments have been announced.

Features of Biggest Army Maneuvers Are Brought Listeners by Networks

AS IN 1939, radio will play an important part in bringing Americans full details of the greatest peacetime Army maneuvers in this country Aug. 13-23 when 100,000 men of the Regular Army, National Guard and Organized Reserves engage in war games in the Plattsburg-Watertown area of Northern New York. States represented are the five New England States, New York, New Jersey, Delaware, Pennsylvania, Maryland, Virginia and District of Columbia.

To give stations accurate information on the activities, the radio section of the Public Relations Division of the First Army at Ogdensburg, N. Y., is mailing daily radio bulletins, via a twice daily airplane shuttle service, written and condensed for broadcast immediately upon reception. All stations were invited to send their own crews as well, to pick up on-the-spot broadcasts from the area.

Network Features

For complete coverage of the action over 1,300 square miles, CBS has assigned a staff including Maj. George Fielding Eliot, military expert; special events reporters John Charles Daly and Jack Knell, and four engineers and production directors with specially equipped lorries. The network estimates that its coverage, including time and talent, will cost over $5,000. Highlights were expected Aug. 15, with description of an attack by a mobile unit of modern fighting machines; Aug. 18, when Brigadier General James E. Chaney will tell listeners of an aerial demonstration during which two planes will "attack" Watertown to test civilian aid to military forces, and Aug. 19, when Maj. Eliot will fly over "No Man's Land" and analyze combat maneuvers below.

A. A. Schechter, NBC's director of special events, will coordinate the work of 25 technicians and other members of the NBC crew, including Bill Stern, NBC reporter, and Announcers George Hicks and Bob Stanton. NBC will present two programs from the area Aug. 17, a description of boxing bouts between the two "rival" armies and an amateur entertainment by the war games participants.

Gen. Stephen O. Fuqua, NBC's military expert, will analyze the maneuvers Aug. 18 and George Hicks will broadcast from an NBC mobile unit as he accompanies the first division in combat. Programs will be shortwaved by NBC from a master control headquarters on the campus of St. Lawrence U, Canton, N. Y.

Mutual's Plans

Working in cooperation with WSLB, Ogdensburg, WOR-MBS presented a special program Aug. 7 from Canton when Lt. Gen. Hugh A. Drum, commander of the U. S. First Army corps, spoke to 7,000 officers already encamped. Maj. Leonard Nason, MBS military analyst, will cover all maneuvers in detail the week of Aug. 18, participating in the events by day and broadcasting each evening. John Hayes, assistant to Julius Seebach, WOR vice-president in charge of programs, also will be encamped as a regular member of the Reserves and will oversee MBS coverage. Lt. Gen. Drum on Aug. 23 closes the MBS schedule of broadcasts with a critical review of the maneuvers.

WINNER of the "Little Miss Topeka" title in a recent bathing beauty contest held on the stage of the local Fox Grand Theatre was 3-year-old Jo Susan Curtis, youngest of four children of Elmer Curtis, announcer of WIBW, Topeka, Kan. She won $20 and a silver trophy and competed with 56 other youngsters between three and seven years. Jo Susan was named through a WIBW contest staged by her Dad, with Jo Susan chosen from some 10,000 names submitted.

German Program Stopped by WHIP

Criticism of Public and Press Results in Cancellation

GERMAN-AMERICAN National Alliance Inc., since April 28 sponsor of the *German Hour*, six-weekly one-hour programs on WHIP, Hammond, Ind., object of much criticism as antagonistic to American ideals, on Aug. 5 was notified by Doris Keene, managing director of WHIP and WWAE, both Hammond stations, and secretary of the Hammond-Calumet Broadcasting Corp., which owns and operates the stations, that the programs would not be allowed to continue after Aug. 10.

Addressing her notification to Paul A. F. Warnholtz, Chicago attorney and managing director of the Alliance, Miss Keene stated that "this action is taken because the *German Hour* as now being presented is of such controversial nature as to make it unacceptable to many leading Americans. In view of the present national emergency, growing out of the international situation, we believe wholeheartedly in promoting American solidarity and unity."

The Alliance, which is composed of 320,000 members who comprise 372 Illinois German-American societies, such as choral groups, first received funds to pay for the broadcasts by accepting donations from various sponsors whose names and businesses were mentioned during the program. One sponsor, it is said, declined to remain on the same program with a certain Jewish contributor. One group held out for the elimination of all Jewish sponsors from the program and, in order not to let a religious angle arise which might have been open to criticism, all participations were eliminated and members contributed small sums, said by one source to be ten cents per member, for the broadcasting upkeep.

The *Chicago Daily News* for several weeks carried a page-one campaign of criticism of the programs. *Time* magazine also released such an article.

According to Mr. Warnholtz, and corroborated by Miss Keene, all copy for the programs was submitted to the station in advance and at no time was it necessary to delete anything. He said, "We are certain that the public will agree that the throttling of the channels of free speech is not in accord with the American way of life. We know that tremendous pressure has been brought to bear upon Station WHIP, not by the public, but by certain interests whose main objective is to get us into the war."

Miss Keene has stated that the tremendous increase of mail which this series of programs has caused was evenly divided pro and con. She said the station will continue to present a *German Hour* at the same time as previously but now strictly under station supervision.

Marlin Razor Spots

MARLIN FIREARMS Co., New Haven, which has been using test spot announcements in several markets for the last two months in the interests of Marlin Razor Blades, plans to increase the list later this fall. Craven & Hedrick, New York, is the agency.

City vs. City—A Battle of Quizzers

Idea to Be Extended To Other Areas By Agency

NETWORK sponsors whose programs hit Washington and Baltimore at 7:30 p.m. on Thursdays, or in Minneapolis and St. Paul at 6:30 Monday nights, have had special headaches. The natives of the four cities have all been dated up for months. The program that dominates the air at these times is the *Quiz of Two Cities*.

Oct. 20, 1938, marked the air-debut of the *Quiz of Two Cities* over WFBR, Baltimore, and WMAL, Washington. It had been hand-tailored by Ruthrauff & Ryan to meet the specified needs of the Gunther Brewery. The bulk of the Gunther business is in the State of Maryland and District of Columbia, so a two city radio show was a "natural". Within a relatively few weeks the show was the talk of the town. It increased in popularity until, according to local surveys, it ranked very favorably with the best network shows—an ideal test-town radio program.

With the agency having sole rights to the show, Raymond F. Sullivan, vice-president of the agency, saw in it a logical medium for testing radio for other clients. On Oct. 2, 1939, Ruthrauff & Ryan started the show in Minneapolis and St. Paul for Bauer & Black on WCCO. On Jan. 8, 1940, a third market was opened up for a third client—Montreal (CKAC) and Toronto (CFRB) for Noxzema. In all four of these cities the show has met with the same spontaneous success.

How It Works

Networks have been conscious of the untapped local source of entertainment. The trouble has been that most local shows have had no outstanding idea and that talent and production have been mediocre. The *Quiz of Two Cities* was built to cash in on local pride and competitive spirit. It calls for a quick-witted master of ceremonies and competent production.

The show emanates simultaneously from two stations in two different cities. Four contestants from each city answer four groups of identical questions. There is a master of ceremonies in charge of each team, who works in front of the studio audiences in their respective cities. Only the air audience and judges hear both teams' answers, so from an engineering viewpoint, the show is a nightmare of quick switches: From the first city to the second city to the announcer's booth where the judges are stationed and back.

Fun for All

The enormous popularity of the *Quiz of Two Cities* can be traced not only to the pride it engenders in the old home-town but also to its natural, spontaneous comedy. The contestants frequently give unexpectedly funny answers, and a lot of the fun also comes from the masters of ceremonies, in their ad-lib ribbing of each other. For example, Eddie Gallaher, keeper of the Minneapolis question box, gave way to his rival with:

"Now we hop over to St. Paul again, where Max Karl is being wheeled in his portable cage up to the microphone." Max Karl immediately parried with: "Thanks, Eddie Gallaher—your voice doesn't sound nearly so loud since they put that extra padding in your cell!"

The audience loves this type of banter between the announcer-quizzers—so long as it is kept on a good-natured basis. Once the audience senses that either master of ceremonies is too sharp and pointed in his joshing, letters of complaints come roaring in from the listeners.

In Baltimore and Washington when a mistake was made in the scoring, the switchboard at WFBR was swamped with calls from 8 o'clock until 10:30 at night, and again in the morning from indignant home-town rooters. Likewise, studio audiences are rapid in appreciation of their contenders.

In Minneapolis and St. Paul the mayors of the cities helped launch the show. Mayor Leach of Minneapolis wound up his comments by expressing his confidence in the ability of Minneapolis contenders to defend the intellectual powers of his city. Mayor Fallen of St. Paul countered with a comment that betting was not permitted in St. Paul but that he was scheduled to meet Mayor Leach at a banquet in Minneapolis.

The Junior Chambers of Commerce of the two cities appeared on the first show in Minneapolis and St. Paul. Among the different organizations which competed were the Kiwanis Club, Boy and Girl Scout Leaders, Twin City Librarians, Retail Druggists, Insurance Underwriters, etc.

Local Tieups

During the local Community Drives, the Gunther Brewing Co., Bauer & Black and Noxzema, offered special prizes of $100 to the community fund of the city of the winning team. Prominent citizens, active in the community drive, appeared on these shows.

In the contest between newspaper columnists, one of the Minneapolis contenders was a popular woman columnist who suffered acute stage fright. She was asked to fill in figures of speech with a color. She did all right on "She was (green) with jealousy,"—"She was tickled (pink)"—and "He had a (dark-brown) taste in his mouth"—but when it came to "She was very _____ and depressed," she said, "Blah!" The announcer commented, "But 'blah' isn't a color." She tried again: "very pale." "But pale isn't a color." "In the pink". "But that is not a depressed feeling!" She never did think of "blue". The following morning she received almost 2,000 telephone calls and letters complimenting or sympathizing with her on her radio appearance.

Public Storms Studios

Each week both the St. Paul and Minneapolis studios are packed. Loyalty to the home town, whether winning or losing, is amazing. Audiences cheer with such gusto that engineers frantically signal for silence.

The Baltimore-Washington show completed its first year in October, 1939, with a score of 25 for Baltimore and 25 for Washington, and one tie show. WFBR's and WMAL's newest and biggest studios would not accommodate the crowds. Gunther Brewing Co., in an attempt to catch up on ticket requests, were forced to use the huge auditorium in Baltimore belonging to the Maryland Casualty Co. In Washington, they had to use the Wardman Park Auditorium.

In the same fashion there was much competition among the contestants, wanting to appear on the program. There is a long waiting list of individuals and groups desiring to appear on the show. To increase interest in the show, two men and two women are normally used on each team. It has been found advisable to start the women off first because they have greater poise and help to put the male contenders at their ease.

Commercially Sound

The *Quiz of Two Cities* is perfect from the advertiser's point of view, since the commercials can be inserted between rounds, thus insuring the listeners' attention. The first commercial comes after the first round, the second commercial after the third round, and the third commercial just before the final scores for the evening are announced. The show is also foolproof from a product identification viewpoint, since the name of the product is included in the name of the show, and in most cases the product can be sampled. A mention of the product is also given throughout the show.

Mr. Sullivan's contention is that if the show is staged properly it can be built up very quickly in popularity. This was confirmed in Minneapolis and St. Paul where, according to a Hooper coincidental survey, the show went up to a 17 rating within six weeks, and in four months had a rating of 26, ranking with many of the highest network shows. In Montreal and Toronto the show went up to 17.5 in eight weeks.

Extension of Show

This fall the show will be extended. The Bauer & Black test was very successful. The show will be renewed in Minneapolis and St. Paul and other combinations of cities are being scheduled.

Noxzema Chemical Co. is planning to add other cities. San Francisco and Los Angeles, and Dallas and Ft. Worth, natural rivals, are being scheduled. Other cities, like Boston and Providence, Hartford and New Haven are also planned. In a major market like New York, an adaptation of the *Quiz* is planned—an *Interborough Quiz*.

It looks as if the *Quiz of Two Cities* has awakened advertisers to the great possibility for a high-ranking local show. Undoubtedly others will follow.

OKLAHOMA SPEED
Merchant Acts With Celerity After An Audition

"THE shortest decision in history" is what officials of WKY, Oklahoma City, are terming the acceptance by Kerr Dry Goods Co. of a new program idea. The decision was made by Henry Wyzanski, former merchandising director of Mandel Brothers, Chicago. Mr. Wyzanski, now president of the Kerr Co. of Oklahoma City, walked into WKY audition studio steeled against customary sales pressure.

Into Studio A went Julie Bennell, NBC dramatic star, now a WKY staff member. Before the microphone she conjured a picture of the interior of the Kerr store, described articles as they appeared on tables before her, talked in the friendly tone Oklahoma women understand.

Wyzanski listened attentatively, smiled, and admitted the program had possibilities. Forty-five minutes later he left the studios after contracting for five programs per week direct from his store. Miss Bennell is now "Karen Kerr".

Broadcasts Help Victims of Storm

ALTHOUGH a disastrous hurricane on Aug. 11 laid waste a large part of Charleston, S. C., and the surrounding community, killing more than a score and injuring many other persons, the two Charleston stations — WSCS and WTMA—were able to perform yeoman service in setting up emergency communications service for the stranded community. With power and telephone lines down, emergency radio operations were the only means of communication within the territory and with the outside world.

Forced off the air at 9:34 a.m., Aug. 11, when the hurricane crippled the power supply, WTMA resumed operation at 7 a.m., Aug. 12, when the power line was restored. At 11:45 that morning the station started using a ham relay set to transmit emergency messages and news flashes from studio to transmitter, since transmission lines also were out of order. No WTMA equipment was damaged.

WCSC went off the air at 9:44 a.m., Aug. 11, but resumed service almost immediately, using a relay transmitter on its regular frequency. Staying on the air continuously through the hurricane, the station broadcast weather reports and directed safety measures. Although considerable damage was done to the WCSC antenna tower and connecting walk, the station used its standby tower. WCSC resumed regular service 12 hours after WTMA, discontinuing relay broadcasts when power lines were restored to WTMA.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

JULY 30 TO AUGUST 13, INCLUSIVE

Decisions . . .

JULY 30

NEW, Brockway Co., Watertown, N. Y. —Granted CP 1270 kc 500 w D.

NEW, Watertown Bcstg. Co., Watertown, N. Y.—Granted CP 1210 kc 250 w unl.

WPID, Petersburg, Va.—Granted license new station 1210 kc 250 w.

AUGUST 2

WRUW, Boston — Granted dismissal without prejudice applic. mod. license.

AUGUST 5

NEW, NBC, Washington—Granted CP television No. 2 1 kw.

NEW, Balaban & Katz Corp., Chicago —Granted CP television No. 2 1 kw.

KTFI, Twin Falls, Id.—Granted CP reinstate applic. new equip.

WLBJ, Bowling Green, Ky.—Granted license new station 1310 kc 250 w unl.

AUGUST 6

NEW, Television Productions, Los Angeles—Granted CP television No. 4 1 kw.

NEW, NBC, Philadelphia—Granted CP television No. 7 1 kw. (granted in lieu of tentative grant to NBC of television station in Chicago.

W9XZV, Zenith Radio Corp., Chicago—Granted mod. television license No. 1 on experimental basis 1 kw.

KGKB, Tyler, Tex.—Set for oral argument Sept. 19 revocation of KGKB license.

WHUB, Cookeville, Tenn.—Granted license new station 1370 kc 250 w unl.

AUGUST 7

KGEI, General Electric Co., San Francisco—Granted CP increase international station to 50 kw.

WGEA, General Electric Co., Schenectady —Granted CP increase international station to 50 kw.

WRCA, NBC, Bound Brook, N. J.—Granted CP international station 9670 and 17780 kc 50 kw, share time on 17780 kc with WPIT, unl. on 9670 kc.

WNBI, NBC, Bound Brook, N. J.—Granted CP international station 6100 and 21630 kc 50 kw unl.

WCBX, CBS, New York—Granted CP international station 6120 6170 9650 11830 15270 17830 21570 kc 50 kw.

WLWO, Crosley Corp., Cincinnati—Granted experimental auth. 1 kw 6080 kc for identification only.

WGEA, General Electric Co., Schenectady—Granted modification international license to add 6190 21590 kc to present assignment of 9550 15330 21500 kc.

W3XE, Philadelphia—Granted modification television license to Channel No. 3 experimental basis only 1 kw.

NEW, Greenville Bcstg. Co., Greenville, S. C. — Denied as in default applic. CP 1500 250 w unl.

AUGUST 9

WNBI, New York—Granted mod. special authorization to change to 11890 kc.

WGEO, Schenectady—Granted mod. license to add 15330 and delete 21590 kc.

MISCELLANEOUS—Granted assignment CP increase power to Federated Publication Inc.; KOTN, Pine Bluff, Ark., granted license increase power etc.; WBHP, Huntsville, Ala., granted petition to intervene in Huntsville Times Co. applic.; Broadcasting Corp of America, Riverside, Cal., petition to intervene in KUJ applic. withdrawn at petitioner's request; WHAM, Rochester, denied petition to intervene and enlarge issues re applic. Helen Walton and Walter Bellatti for new station at Jacksonville, Ill., and Stephenson, Edge & Korsmeyer for new station, issues to be enlarged later on Commission's own motion; NEW, George F. Meyer, Medford, Wis., granted continuance hearing 30 days re applic. CP 1500 kc 100 w unl.

AUGUST 12

MISCELLANEOUS — KWSC, Pullman, Wash., granted CP change equip.; WKOK, Sunbury, Pa., granted license increase power; WFAS, White Plains, N. Y., granted license increase power; WFPG, Atlantic City, granted license new station; WGOV, Valdosta, Ga., granted license new station.

Applications . . .

JULY 30

WBNS, Columbus—CP 43.1 mc FM.

WCLS, Joliet, Ill.—Invol. transfer control to Robert W. Thomas, Administrator.

NEW, Herald Pub. Co., Klamath Falls, Ore.—CP 1370 kc 250 w unl. IV.

KWSC, Pullman, Wash. — CP change equip.

AUGUST 1

NEW, Howitt-Wood Radio Co., Binghamton, N. Y.—CP 44.1 mc FM.

WMPC, Lapeer, Mich.—Mod. license to Liberty St. Gospel Church of Lapeer.

WOOD, Grand Rapids—Vol. assignment license to Wood Bcstg. Corp.

WSTV, Steubenville—Mod. license re trans., equip.

WGOV, Valdosta, Ga.—License new station.

KWFC, Hot Springs, Ark.—Mod. license to 250 w N & D.

NEW, Alexandria Bcstg. Co., Alexandria, La.—CP 43.3 mc.

NEW, Burlington Bcstg. Co., Burlington, N. C.—CP 1420 kc 100 w D, amended to 1310 kc unl.

KSTP, St. Paul—License increase power etc.

NEW, Evansville on the Air, Evansville, Ind.—CP 43.7 mc FM.

KIDW, Lamar, Col.—Mod. license re hours.

KID, Idaho Falls—Mod. license to 1-5 kw.

KGB, San Diego—CP change trans.

AUGUST 5

WDLP, Panama City, Fla.—Transfer of control to Bay County Publishers Inc.

NEW, T. B. Gillespie, Palatka, Fla.—CP 1310 kc 250 w unl. IV.

NEW, James Freeman Holmes, Valdosta, Ga.—CP 1500 kc 100-250 w unl. IV, amended to 250 w N & D.

NEW, South Fla. Bcstg., Miami—CP 1500 kc 250 w unl. IV.

WCOA, Pensacola, Fla.—CP 500 w-1 kw directional N.

NEW, Radio Corp. of Orlando, Fla.—CP 1200 kc 250 w amended (WLOF facilities), amended to 1370 kc IV.

WGES, Chicago—CP new trans., antenna, increase to 1 kw unl. (contingent WSBT moving to 930 kc), amended to 500 w 1 kw D III-B.

NEW, Krutzner Bcstg. Co., Tucumcari, N. M.—CP 1210 kc 250 w unl. IV.

AUGUST 7

NEW, NBC, New York—CP 43.9 mc 16,880 sq. miles.

NEW, Yankee Network, Boston — CP 43.9 mc 35,500 sq. miles.

NEW, Travelers Bcstg. Service Corp., Hartford—CP 43.9 mc 14,768 sq. miles.

NEW, Paducah Bcstg. Co., Clarksville, Tenn.—CP 1370 kc 250 w unl.

KMLB, Monroe, La.—CP change 1200 to 1410 kc, increase to 1 kw directional N III.

NEW, Brown County Bcstg. Co., Brownwood, Tex.—CP 1350 kc 500 w unl., amended to delete name of Wm. J. Lawson and add B. P. Bludworth and J. S. McBeath.

WTOC, Savannah—CP directional N III-A.

KGGF, Coffeyville, Kan.—CP increase to 5 kw new trans., directional N III-A, amended to 690 kc III if and when treaty is effective.

WGRC, New Albany, Ind.—CP change to 1040 kc etc., amended to increase N to 5 kw, directional N & D.

NEW, Commercial Radio Equipment Co., Kansas City—CP 44.9 mc 2,995 sq. miles.

AUGUST 10

WJJD, Chicago—CP 44.7 mc 3700 sq. miles.

KYOS, Merced, Cal.—CP change to 1390 kc 500 w-l kw unl (contingent KOY shift), amended to 1340 kc.

KFUN, Las Vegas—Mod. CP new station increase to 250 w N & D.

Arnold's Leap

MURRAY ARNOLD, program director of WIP, Philadelphia, satisfied a lifelong desire recently when he made a parachute jump near Cape May, N. J. On landing, Arnold started walking back to the airport but soon was picked up by a passing motorist who proceeded to drive along at 70 miles per hour. When Arnold remonstrated, the driver pointed to the incongruity of his fearless parachuting and his dread of speed on the ground. Nevertheless, Arnold maintains that although he doesn't like to ride fast in a car, he will make plans for another parachute jump, during which he hopes to make a broadcast from the chute as it descends.

NOT FROM RUBE GOLDBERG but out of the files of KSTP's yesterdays comes this laugh for every engineer. It's probably the first portable transmitter ever devised and was used by the St. Paul station in covering local golf matches a decade ago. Left is the late Phil Bronson, KSTP sports announcer who met death in an automobile accident several years ago. In the center, twirling dials, is Lynn Smeby, former KSTP chief engineer and inventor, now NAB engineering director. Right is Fred DeBeaubien, KSTP supervisor.

Hollywood Gossip Sells for Sunkist

Bulb Offer Stirred Country; More Radio to Be Used

WHEN the California Fruit Growers Exchange began sponsorship last October of *Hedda Hopper's Hollywood* on CBS, there was some question as to the program's ability to sell citrus fruit on a national scale. The Exchange had not been on CBS since 1931, when it had a variety program, so this new chatty program was an unusual step. "If the program sells oranges and lemons," an Exchange executive promised at the time, "we will definitely renew the contract at the end of its 13-week period."

Since that time Hedda Hopper has appeared before the CBS mike three evenings a week for nearly 50 consecutives weeks — evidence that radio sells oranges and lemons as well as silver and automobiles.

Program, heard 6:15-6:30 each Monday, Wednesday and Friday evenings, over 28 CBS stations, recently established what was probably a record in paid premium response. Miss Hopper offered a dozen gladiola bulbs to listeners for 10c and six Sunkist lemon wrappers. In less than three weeks 120,000 dimes had poured in and the mail boys were daily bringing in more long after the offer had been closed. Similarly, an offer some months before of silverware in an orange-blossom pattern brought 40,000 requests before the staff could get itself together, and at this writing requests are still coming in.

Three times each week, from the CBS studios, Hedda Hopper gives out the sort of chit chat about screen life which gives her audiences the titillating feeling that they are tapping a private wire. How Anne Shirley went out dancing the night she gave birth to her baby, whose ring Loretta Young is wearing, whom the former friend of the Duke of Windsor is going to marry . . . this and every bit of available drawing room gossip is so much meat for her grinder.

An interesting sidelight on the series is the fact that the Florida Citrus Commission, the Exchange's chief competitor, has recently announced that in their 1940-41 campaign they will devote the major part of their advertising budget to radio. In no way astonishing, in view of the California Exchange's success, it is nevertheless notable that this policy reverses the plan the Florida Commission had last season, which was to play up the newspapers and use radio merely as a supplement.

Agency for the Sunkist program is Lord & Thomas of California.

FIRST national television convention, to be held under auspices of the Television Engineers Institute of America Inc., at the Roosevelt Hotel, Hollywood, Aug. 22 to 24 inclusive, will be attended by experts in practically every phase of telecasting, according to George H. Seward, president, who will preside.

Network Accounts

All time EDST unless otherwise indicated.

New Business

HALL BROS., Kansas City (Hallmark greeting cards), on Oct. 13 starts *Tony Wons Scrap Book* on 12 NBC-Red stations, Tues. and Thurs., 1:15-1:30 p.m. and Sun., 4:15-4:30 p.m. Agency: Henri, Hurst & McDonald, Chicago.

E. L. du PONT de Nemours & Co., Wilmington, Del., on Oct. 2 resumes *Cavalcade of America* on 50 NBC-Red stations, Wed., 7:30-8 p.m. (Repeat 9:30-10 p.m.). Agency: BBDO, N. Y.

PEPSODENT Co., Chicago (toothpaste), on Sept. 24 resumes *Bop Hope* on 62 NBC-Red stations, Tues., 10-10:30 p.m. Agency: Lord & Thomas, Chicago.

DELAWARE, LACKAWANNA & WESTERN Coal Co., New York (Blue coal), on Sept. 29 resumes *The Shadow* on 15 MBS stations, Sun., 5-5:30 p.m. (EST). Agency: Ruthrauff & Ryan, N. Y.

NEHI CORP., Columbia, Ga. (Nehi, Royal Crown beverages), on Sept. 13 starts *Believe It or Not* for 52 weeks on 90 CBS stations Fri., 10-10:30 p.m. Agency: BBDO, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Oct. 4 starts series of dramas by Arch Oboler on 55 NBC-Red stations, Fri., 9:30-10 p.m. Agency: Blackett-Sample-Hummert, Chicago.

H. FENDRICH, Evansville, Ind. (cigars), on Sept. 29 resumes for 13 weeks *Smoke Dreams* on 10 NBC-Red stations, Sun., 1-1:30 p.m. (CST). Agency: Ruthrauff & Ryan, N. Y.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Oct. 1 starts *Ben Bernie* on 60 NBC-Blue stations, Sun., 8-8:30 p.m. (EST) and repeat 11:30 p.m.-12 midnight. Agency: Ruthrauff & Ryan, N. Y.

GULF OIL Corp., Pittsburgh, on Sept. 29 resumes *Screen Guild* show on 70 CBS stations, Sun., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

CAMPANA SALES Corp., Batavia, Ill. (Italian Balm, Dreskin, Coolies, D.D.D., Old South Toiletries), on Sept. 3 resumes *First Nighter* on 53 CBS stations, Tues., 8:30-8:55 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

VICK CHEMICAL Co., Greensboro, N. C. (Vatro-nol, nose drops), on Sept. 15 starts a variety program on 6 NBC-Red Pacific stations, Sun., 7:30-7:45 p.m. (PST). Agency: Morse International, N. Y.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to —

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted .. $30.00

LOW DRIFT - APPROVED BY FCC

Scientific RADIO SERVICE

124 Jackson Ave.
University Park, Md.

Five Major Film Firms Sponsor Latin Program

FIVE film companies will sponsor twice-weekly broadcasts to South America via NBC shortwave, L. P. Yandell, NBC director of international commercial broadcasting announced Aug. 13 in Los Angeles. Programs will be transcribed and carried on WRCA and WNBI. Purpose of the series to strengthen our economic frontier in Latin America, Mr. Yandell said, and to cement Pan American relations. Joint sponsors are M-G-M, Warner Bros., RKO, Paramount and Universal. Two Spanish and two Portuguese half-hours a week are planned. Mr. Yandell said 14 commercial clients, in all, have been signed for NBC international programs.

A SEVERE storm in the Windsor-Detroit area recently forced the staff of CKLW, Windsor, to work under "blackout conditions" with emergency gas engine providing limited power and announcers reading commercials by candlelight.

LIBBEY-OWENS-FORD GLASS Co., Chicago (flat glass products), on Sept. 29 starts *Design for Happiness* on 67 CBS stations, Sun., 5-5:30 p.m. Agency: U. S. Adv. Corp., Toledo.

S. C. JOHNSON & Co., Racine, Wis. (floor wax) on Oct. 1, resumes *Fibber McGee & Molly* on 84 NBC-Red stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

H. P. HOOD & SONS, Boston (milk and ice cream), on Aug. 2 started *Yankee Swapper* on 5 CBS New England stations, Mon. thru Fri., 8-8:15 p.m. Agency: Harold Cabot & Co., Boston.

STERLING PRODUCTS, New York, (Double Danderine) on Aug. 5 started *Short Short Stories* from *Liberty* magazine 28 weeks on 15 Texas State Network stations, Mon., Wed., Fri., 7:15-7:30 p.m. (CST). Agency: Blackett-Sample-Hummert, N. Y.

LEVER BROTHERS Co., Cambridge, Mass. (Lux soap), on Sept. 9 resumes *Lux Radio Theatre* on 63 CBS stations Mon., 9-10 p.m. Agency: J. Walter Thompson Co., New York.

Renewal Accounts

BRISTOL-MYERS Co., New York (Minit Rub), on July 31 renewed for 52 weeks, *Early Morning News* on 2 California Don Lee stations (KFRC KHJ), Mon., Wed., Fri., 7:45-8 a.m. (PST). Agency: Young & Rubicam, N. Y.

INTERSTATE BAKERIES Corp., Los Angeles (bread), on Aug. 30 renews for 52 weeks, *Lone Ranger*, 8 Southern California Don Lee stations (KHJ KGB KFXM KPMC KVEC KVOE KXO KDB) Mon., Wed., Fri., 7:30-8 p.m. (PST). Agency: Scholts Adv. Service, Los Angeles.

Network Changes

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Oct. 3 adds 4 NBC-Blue stations to *Pot o' Gold* making a total of 103 NBC-Blue stations, Thurs., 8:30-9 p.m. Agency: Stack-Goble Adv. Agency, Chicago.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Aug. 24 adds WSB, Oct. 5 adds WMC, WBRC, WJDX, and WSMB, to *National Barn Dance* on NBC-Red. Agency: Wade Adv. Agency, Chicago.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Nov. 15 takes over sponsorship of *Information Please*, shifting from 60 NBC-Blue stations, Tues., 8:30-9 p.m., to 84 NBC-Red stations, Fri., 8:30-9 p.m. Agency: Lord & Thomas, N. Y.

Musterole on 75

MUSTEROLE Co., Cleveland, early in September is starting a campaign for Musterole, using one-minute spot announcements five times weekly or five-minute news programs five times weekly on about 75 stations. Agency in charge is Erwin, Wasey & Co., New York.

AIR CONDITIONING TRAINING Corp., Youngstown, on Aug. 10 shifted *Sid Walton, music*, on 33 NBC-Blue stations, from Sun., 11:30-11:45 a.m. to Sat., 10-10:15 a.m. Agency: National Classified Adv., Youngstown.

COLGATE-PALMOLIVE-PEET Co., Jersey City (soaps etc.), on Sept. 30 shifts *Woman of Courage* on 17 CBS stations Mon. thru Fri., from 9-9:15 a.m. to 4:30-4:45 p.m.; continues the program on 23 CBS stations Mon. thru Fri. 10:45-11 a.m. Agency: Benton & Bowles, N. Y.

CONTINENTAL BAKING Corp., New York (Wonder Bread and Hostess Cake) on Sept. 30 shifts *Pretty Kitty Kelly* on 46 CBS stations, Mon. thru Fri., from 10-10:15 a.m. to 5:30-5:45 p.m. Agency: Benton & Bowles, N. Y.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Oct. 5 adds 5 NBC-Red stations to *National Barn Dance* making a total of 56 NBC-Red stations, Sat., 9-10 p.m. Agency: Wade Adv. Agency, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap) on Aug. 17, shifts *Truth or Consequences* on 4 CBS stations, Sat. 9:45-10:15 p.m. to 33 NBC-Red stations, Sat. 8:30-9 p.m. Agency: Compton Adv., N. Y.

R. B. SEMLER Co., New York (Kreml hair tonic), on Aug. 7 added 6 MBS stations to *Gabriel Heatter* making a total of 7 MBS stations, Wed. and Fri., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

MEN ON THE MARCH

Promotions . . . advances . . . salary increases . . . better radiomen on the march! They are the CREI students today . . . men IN the industry, fired with ambition and the urge to succeed, who by utilizing their spare moments to increase their knowledge of radio are increasing their worth to the industry. CREI men are rewarded for their foresight and effort. A survey of a typical group reveals that 69% enjoyed salary increases! CREI training develops in the student that sure confidence in his own ability which enables him to go after the better jobs—and get them! May we send you our new illustrated booklet?

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-8, 3224 - 16th St., N. W., Wash., D. C.

HIGHER FIDELITY is Built into FAIRCHILD'S Distortion Free AMPLIFIER!

A Feed-Back Amplifier Flat within .3 Decibel from 15 to 15,000 Cycles!

Precision-built by Fairchild laboratory engineers, the new Unit 246 Feed-Back Amplifier provides greater fidelity for broadcasting, recording, playbacks, and laboratory work.

Fits 19½" relay rack—7" high panel. 2 Units—amplifier and power supply each this size.

SPECIFICATIONS PROVE UNIT 246 AMPLIFIER'S PERFORMANCE

Overall gain—75 decibels.
Noise level—50 decibels below "0" level.
Rated at 23 watts into 500 Ohm resistive load.
Input impedence Multiple line: 50, 125, 250, 500 Ohms.
Output impedence: 16 and 500 Ohms.
Input line volts: 110-125V; 50-60 cycles AC.
Distortion: .3% at rated output.

Write for descriptive literature today!

"...it had to satisfy Fairchild first"

FAIRCHILD Sound Equipment Division

AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

JEWEL TEA Co., Barrington, Ill. (chain stores), has contracted for a 52-week schedule of 25 spot announcements weekly, starting Sept. 1, on WBBM, Chicago. McJunkin Adv. Co., handles the account.

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 *Streamlined* WATTS

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WCAR
PONTIAC, MICHIGAN

National Representatives
RADIO ADVERTISING CORP.
New York · Chicago · Cleveland

Anti-Freeze Spots

COMMERCIAL SOLVENTS Corp., New York, following the success of last year's campaign of spot announcements on 48 stations for Nor-Way Anti-Freeze, plans a similar drive this fall, to start in October and November according to the advent of cold weather in the markets chosen. This year the company is offering local distributors a choice of three media, spot announcements, newspapers or posters. Maxon Inc., New York, the agency, reports that the majority are again selecting radio and will not only promote the product but also will advise listeners on the advisability of checking the cooling systems of their automobiles.

Biscuit Firm Expands

SALERNO-MEGOWAN BISCUIT Co., Chicago, has expanded its five-weekly 50-word announcement schedule formerly heard only on WGN and WCFL, Chicago, to include WCAE, Pittsburgh, and WKBN, Youngstown, O. New schedule started in July and runs for 13 weeks. Schwimmer & Scott, Chicago, is agency.

Adam Hat Co-ops

ADAM HAT STORES, New York, will ship a series of 10 transcribed announcements to several hundred dealers throughout the country for use in their annual fall campaign. Dealers will buy time on local stations to use the recordings as often as they see fit. The series was cut by WHN Transcription Service, New York, and placed through Glicksman Adv. Co., New York.

Cubs Cereal Starts

NATIONAL BISCUIT Co., New York, on Aug. 5 started thrice weekly quarter-hour participation on the *Homemaker's Protective Assn.* program on WIRE, Indianapolis, in the interests of Cubs, company's new cold cereal. Also for Cubs, the company sponsors the *Musical Clock* program on WBBM, Chicago, Mondays, Wednesdays and Fridays, 8-8:15 a.m., and plans to add more stations during the fall. McCann-Erickson is the agency.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
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There is no substitute for experience
GLENN D. GILLETT
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982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Combination licensed operator-announcer—must be good announcer. Engineering experience unnecessary. Box A899, BROADCASTING.

Salesmen—One call or telephone closers. Good deal in city over 1,000,000. Commission 30%. Box A913, BROADCASTING.

Salesman Copywriter—and can announce. Have car for opening southwestern city 12,000. State salary details. Also girl for office who can write good continuity. Box A895, BROADCASTING.

Station Managers & Employees—we have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

Wanted—experienced, seasoned, well poised general manager local radio station in one of most attractive cities in the south. He must be able to expand commercial possibilities. No fly-by-nights wanted. Write *full* details first letter. Correspondence held strictly confidential. Box A907, BROADCASTING.

Experienced—time salesman wanted by regional station in Middlewest. Must be able to produce, hold accounts, and write own copy. Car needed. Write Box A910, care of BROADCASTING giving age, experience, references. Position permanent. Salary and commission with extra bonus on new business.

Situations Wanted

Commercial Manager or Salesman—for eastern station. A substantial high grade man with proved sales and merchandising record. Thoroughly familiar with all phases station operation. Box A900, BROADCASTING.

COMBINATION. Announcer - Engineer—good voice, delivery. Married, sober. Now employed. Box A902, BROADCASTING.

Engineer-Announcer—six years experience. College training. Excellent references. Now employed. Box A914, BROADCASTING.

Experienced versatile announcer.—Sports broadcasting a specialty. Also write continuity. Available short notice. Box A911, BROADCASTING.

Announce-Write-Production—some experience. University graduate, age 23. Interested in small station for experience. Transcription, references available. Box A904, BROADCASTING.

Station Manager or Commercial Manager—thoroughly familiar with all phases of successful station operation. Business go-getter. Best references. Box A906, BROADCASTING.

Expert salesman—29—sold $17,000 last year—now employed—wants commercial management of small station or sales position at larger station. Box A912, BROADCASTING.

Lawyer—32, familiar broadcast law. University trained in radio production, direction, advertising and newscasting. Seeks radio connection. $25 minimum salary. Go anywhere. Box A898, BROADCASTING.

Situations Wanted (Continued)

Young Woman—with imagination and sound business sense, wants to write commercials. Substantial advertising background—planning as well as writing. Box A916, BROADCASTING.

Commercial Manager—100 watter wants change position. Consider salesman larger station or commercial manager small station. Straight salary proposition. Now making $40 weekly. Box A896, BROADCASTING.

Announcer—Three years experience. Production, continuity, programming, dramatics. Single; 24; Anglo-Saxon; college graduate. Excellent radio references; transcription on request. Fully competent. Capable own operation. Box A905, BROADCASTING.

Commercial Manager—radio and theatrical writing and producing background, successful advertising promotion and sales record. Now newspaper department manager, sold on radio, and with ideas to sell it. University honors graduate, 28. Box A903, BROADCASTING.

Executive Available—ten years experience, successively as regional salesman, station manager and now employed as network producer. Wish to return to local or regional station operation. Thoroughly acquainted nationally. Will go anywhere in U. S. Finest references. Married. Age 34. Box A897, BROADCASTING.

Recording Expert—two years experience in electrical transcriptions for broadcasting. Can handle controls and Nemo work. Best recommendations from CBS, sponsored NBC programs, and others. Desire connection with progressive station recognizing increasing need for expert transcription work as part of programming. Box A901, BROADCASTING.

Executive Available—Ten years experience—General & Commercial—Manager Network Station. Record of accomplishment will stand closest scrutiny. Capable of personal supervision—all departments—specialize in sales. Ability to train and direct sales force as well as produce substantial volume of personal sales. Wide acquaintance among time buyers of major agencies—New York-Chicago-Detroit. Am desirous of making permanent connection. Salary or commission. Best of references. Box A915, BROADCASTING.

Wanted to Buy

I am the right buyer—for a station with present earnings or good future. Location and class of station are my first questions, but I am interested in any section of the country and a wide range of types of stations both in size and earning power. Your response will be held confidential and I will arrange for immediate contact. Box A909, BROADCASTING.

For Sale

For Sale—A CP in a large city. Box A917, BROADCASTING.

WSAI Planning Events For Annual Food Exhibit

WSAI, Cincinnati, again is planning to participate in the annual Cincinnati Food Show Aug. 20-Sept. 2 at the Cincinnati Zoological Gardens. Center of WSAI activities will be a specially constructed modernistic studio building on the grounds. Many regular WSAI features are to originate from the Food Show studios, along with special programs and three daily participating shows for exhibitors.

Marsha Wheeler, women's commentator, and Layman Cameron, of the WSAI announcing staff, will be in charge of the participating shows. All broadcasts of out-of-town games of the Cincinnati Reds will originate from the Food Show studio, with Roger Baker and Dick Bray in charge. A Crosley mobile unit will be on the grounds at all times to pick up broadcasts from booths of various exhibitors.

CBS Mdsg. Chief

THOMAS D. CONNOLLY, CBS sales promotion executive, has been appointed to the newly-created post of manager of the CBS merchandising service, according to an announcement by Victor M. Ratner, director of sales promotion. The service works on special campaigns for individual programs and particularly for new series. Mr. Connolly is a magna cum laude graduate of Harvard. He has been with John Wanamaker, New York, as sales manager, publicity director, sales promotion director and advertising director. Later he was with Abraham & Strauss, Brooklyn, as advertising director.

Mr. Connolly

Tony Wons' *Scrapbook*

HALL BROS., Kansas City, which has been sponsoring *Tony Wons' Scrap Book* on WMAQ, Chicago, for the last year, on Oct. 13 is expanding the program to a network of 12 NBC-Red stations for presentation Sundays, 4:15 p.m., and Tuesdays and Thursdays, 1:15 p.m. The quarter-hour program is heard in the interests of Hallmark greeting cards. Agency is Henri, Hurst & McDonald, Chicago.

LATE *Personal* NOTES

GENE FROMHERZ, for the last year of the time-buying department of Blackett-Sample-Hummert, Chicago, and onetime timebuyer of J. Walter Thompson, same city, has been promoted to the post of assistant to Harlow Roberts, head of the department. Irving Sloan, for more than a year employed in various departments of B-S-H for agency training, has been permanently assigned to the time-buying department.

ERIC R. DANIELSON, who was forced to resign from his post in the program traffic department of NBC-Chicago approximately two years ago due to illness, is fully recovered and back at his old post.

KEN ELLINGTON, formerly *Roving Reporter* of WBBM-CBS, Chicago, from where he went to the West Coast to assist in the production of the *Gateway to Hollywood* programs and later to New England to be associate producer of the Wrigley *Spreading New England Fame* series, has returned to the Chicago outlet.

CHESTER MILLER, formerly of WIRE, Indianapolis, has joined WMBD, Peoria, Ill., as continuity chief.

KENNETH CARPENTER, formerly sales manager of NBC's Chicago division, has become vice-president in charge of sales of *Dial Lite*, a new publication in the rural radio field, which will appear about Oct. 1. R. E. Lindgren is president of the magazine, which will have a free controlled circulation of 500,000 in selected rural marketing areas. Mr. Carpenter will headquarter in Chicago, while Mr. Lindgren will be in charge of the New York offices.

PETER ZANPHIR, formerly copywriter in the NBC sales promotion department, joins CBS in the same capacity Sept. 3.

WILLIAM W. JOYCE, formerly midwestern sales manager for Texas State Network, has joined the Chicago sales department of World Broadcasting System.

LOREN L. WATSON Jr. of the continuity department of WIS, Columbia, S. C., and son of Loren Watson, general manager of International Radio Sales, New York, on Aug. 10 married Ruby Webb, of Columbia.

FRED H. ANDERSON, formerly of Benton & Bowles, New York, has joined Ivey & Ellington, Inc., Philadelphia, as head of the media department.

J. A. L. KAMPS, formerly with Benton & Bowles, New York, has joined Donovan-Armstrong, Philadelphia, as account executive.

CHARLES DOUGLAS, CBS Hollywood engineer, and Dorothy Dunn were married in Los Angeles Aug. 3.

JOHN ALLEN WOLFE, CBS New York announcer, is the father of a boy born Aug. 10, his second son.

LINNEA NELSON, radio time-buyer of J. Walter Thompson Co., New York, after conferences with Hollywood and San Francisco executives of the agency, has returned to her desk. She also attended the NAB convention while on the West Coast.

DAVE CROCKETT, announcer of KOMO-KJR, Seattle, on Aug. 2 married Marjorie McPherson after eloping by plane to Coeur D'Alene, Idaho. Mrs. Crockett formerly was in the KOMO-KJR continuity department.

DON HAVENS, with the treasurer's office of Iowa Broadcasting Co.—KSO-KRNT, WMT, WNAX — on Aug. 10 left for Fort Snelling for reserve officer training.

JIM WEAVER has been promoted to chief engineer of WCSC, Charleston, S. C., succeeding J. B. Fuqua, who resigned to build and manage a new station in Augusta, Ga.

TED RANDALL, continuity writer of WTMV, East St. Louis, Ill., is the father of a boy born recently.

GORDON REID, for the last two years an announcer-operator of CFRN, Edmonton, Alta., has been transferred to the sales staff of the station.

LLOYD BROWNFIELD, for the last five years assistant to Jimmie Fidler, Hollywood commentator, has joined the CBS publicity staff in that city.

RAYMOND HOLINGSWORTH, formerly with KGNC, Amarillo, and for the last year at KTSA, San Antonio, returned to KGNC as assistant manager Aug. 12.

TOMMY SMITH, program director of WPEN Philadelphia returned from a Caribbean cruise on August 5 with five stitches marking a deep gash over his left eye. He split his eye open when he slipped on the deck of the ship while feeding bread crumbs to sea gulls.

CHARLES E. BUSH Jr., lately of KPAC, Port Arthur, Tex., and before that with KCMO, Kansas City, and KTUL, Tulsa, has been named manager of KRIC, Beaumont, Tex.

DUANE JONES has resigned as executive vice-president of Blackett-Sample-Hummert, New York, to rejoin Maxon Inc., New York, as a partner.

BERTRAM LEBHAR, sales director of WHN, New York, headed the team that won the masters team-of-four championship Aug. 12 in the American Contract Bridge League tournament held at Asbury Park, N. J.

JERRY CROWLEY, formerly in the agency field, has been named radio director of the U. S. Commission for the Care of European Children.

FIELD PERSONNEL EXPANDED BY FCC

NATIONAL defense activity, with a consequent effect on all communications operations, has brought a heavy increase in the field personnel of the FCC. In addition to seven new field staff appointments during August, 33 operators have been sent to FCC monitoring stations for specialized training in national defense functions.

Additions to regular staff personnel include Leo M. Levens, assigned to the New York office; John Wilder, Norfolk; Gerald M. Howard, Atlanta; Frank Hagan, Galveston; Edward M. Hlavaty, Kansas City; John E. Doane and Marvin A. Price, Grand Island, Neb. Cyril M. Braum has been transferred from the Chicago office to Washington.

National defense staff appointments, with appointees sent to various offices for special temporary training, include: Atlanta—Robert P. Graef, Jack W. Herbstreit, Homer V. Thompson, John P. Lenkerd, Olney L. Aldrich; Portland—H. C. Anderson, G. F. Lee, T. L. Oates, Frank Benzon, Julian T. Dixon, A. J. Woolery; Grand Island—D. F. Haladay, W. M. Klima, V. M. Simpson, C. I. Fonger, E. J. Galins; Boston—Martin Auerbach, C. B. Plummer, L. N. Eveleth, Harry Fine; Great Lakes, Ill.—R. W. Boll, G. M. Ives; Los Angeles—F. J. Burris, E. K. Ames, Hyman P. Pulver; Baltimore—J. D. Corley, H. E. Stone, A. C. Craig, George R Brandman, J. F. Corkhill, L. K. Meriwether, J. D. Nowicki, C. E. Campbell.

LANG-WORTH
planned programs
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
•
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

(U.P.)
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

TO A STATION OWNER:

Right now there is an opportunity for some station to get as its manager, a man more broadly and soundly experienced than can ordinarily be located in the industry today.

He knows station management from the ground up—program structure with an eye to economy—sales direction.

He started selling locally in 1923 before there were networks and headed the sales of National Networks in the East, Mid-west and Pacific Coast; has a wide personal friendship with both agencies and national advertisers; has had a constructive part in every major advance in the industry; has influenced and directed many millions in prominent agencies.—If Hitler had not walked into Holland and Belgium this invitation for correspondence would not be given.

He hopes some station owner* feels the need of his kind of experience and will give him an opportunity to review what he can do for their sales, public relations and improvement in general.

*Eastern Seaboard preferred.

Address: BOX A 908, BROADCASTING, National Press Bldg., Washington, D. C.

Joint Issues Discussed At California Session of Educators, Broadcasters

CALIFORNIA broadcasters, network and independent, met with educators July 25-26 during the Conference on Radio & Education, under joint sponsorship of Stanford U and the Federal Radio Education Committee. Sessions took place on the college campus. Current broadcast-educational problems were discussed, with Dr. Leonard Power, assistant to the chairman and co-ordinator of research, Federal Radio Education Committee, Washnigton, as mediator. He predicted that educationally-owned stations might eventually outnumber those operated by commercial concerns.

Radio executives participating included C. E. Arney Jr., assistant to Neville Miller, president, NAB; Keith Collins, KMJ, Fresno; Glenn Dolberg, program director, KPO-KGO; Robert W. Dumm, special events director, KSFO; Lew Frost, assistant to Don E. Gilman, NBC western division vice-president; Herta Herzog, research associate, Columbia U; Larry Keating, KPO-KGO; Howard Lane, director, 15th District, NAB, and manager of KFBK; Paul F. Lazarsfeld, of the FREC, and director of the office of radio research, Columbia U; Jack Weir Lewis, Rocky Mountain Radio Council, Denver; A. S. Michaelis, radio specialist, Standard Oil Co.; James M. Morris, KOAC, Corvallis, Ore.; Van C. Newkirk, Don Lee; Jennings Pierce, NBC western division director of education; Hale Sparks, radio administrator, California U; Fox Case, CBS Pacific Coast director of public relations; Mrs. Francis Farmer Wilder, CBS Pacific Coast educational director; Lewis Allen Weiss, general manager, Don Lee.

In Chicagoland
300,000 Lithuanians
Listen and Respond to
THE LITHUANIAN HOUR
Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily
• • •
A few facts:
1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.
• • •
for participation details, write
SALTIMIERAS RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4050
CHICAGO, ILL.

TALENT FOUNDATION AT WMC

Sponsored Program Developing Able Performers From Memphis' Younger Generation

ON JAN. 27, 1939, a chorus of 30 young boys and girls put on a radio show that exceeded even the liberal expectations of the management of WMC, Memphis, and especially the station's program manager, John Cleghorn.

It was the initial broadcast of what was then known as the WMC Talent Foundation. Word had been sent out that WMC was developing a program to be performed by youngsters not over 15. A series by grammar and junior high school music departments was presented and the best performers from the various schools were invited to participate in the WMC Talent Foundation.

A Wealth of Talent

From the hundred or more who auditioned, 30 were found whose talent was exceptional. They became charter members of the "Foundation".

Since that time nearly a thousand children have been auditioned and the wealth of musical talent among them has been amazing. The Foundation membership has grown to a total of 175, and with another hundred on the 'waiting list', to come in when there is room.

Early in 1940 Sears, Roebuck & Co. took over sponsorship of the show and the WMC staff orchestra was added. Other than that, the format has not been changed. Under its new title *Sears' Young America Sings*, the movement continues to grow and to provide opportunity for Mid-South youngsters.

The chorus is paid a weekly sum which goes into its treasury. This money is used to provide various kinds of entertainment almost every Saturday. In the summer—there are picnics and swimming parties; in the winter, movies and indoor entertainment with refreshments.

The program, heard 1-1:30 each Saturday, consists of four choral numbers, each featuring a soloist and frequently a trio, and three solo numbers. Commercials are handled by Allan Jackson and Olivia Browne. Frequently the announcements are given in dialogue. Types of numbers range from semi-classics to current hits as arranged by Mr. Cleghorn, who directs the chorus.

Known as "Uncle John" to the youngsters, he arranges the songs, conducts the rehearsals, directs the chorus and personally conducts all auditions. His duties also include management of the various parties and picnics and service as "father-confessor".

Youngsters desiring membership in *Young America Sings* are auditioned each Wednesday. Those showing unusual talent are immediately taken in, with other promising aspirants placed on the "waiting lists". Many members are featured on programs of their own. Eight were used as dancers or singers in the Memphis Open Air Theater productions this season. One member, "Skippy" Curle, was presented on a network broadcast of *We the People* and later made two movie shorts for Warner Brothers. Another, Billy Hill, was a soloist on the Alka-Seltzer *National Barn Dance* and is currently participating in a series of transcriptions for Checkerboard Feeds. The chorus has been on NBC Red coast-to-coast as a feature of a broadcast for Admiral Byrd presented from WMC in the fall of 1939.

Other members are fast developing into experienced, sometimes brilliant vocalists. Most would have had no opportunity to show what they could do, or to develop as singers, had it not been for *Sears' Young America Sings*.

'Wheatena Playhouse'

WHEATENA Corp., Rahway, N. J., is planning a series of transcribed dramatizations to start about Sept. 30 on several New Engalnd stations still unselected and definitely on WEAF, New York. Series, titled *Wheatena Playhouse*, will be heard five times weekly for 26 weeks. Compton Adv., New York, agency handling the account, has not announced further details.

H. V. KALTENBORN, NBC news commentator, who was scheduled to substitute for Walter Winchell on the *Jergens Journal* program for four Sundays, cancelled his contract after one appearance because the Jergens-Woodbury Sales Corp., Cincinnati, insisted on continuing its policy of interrupting the program with a commercial. Lennen & Mitchell, New York, handling the account, has scheduled Wythe Williams, Frazier Hunt and John Gunther to appear on the remaining broadcasts, in that order.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova, Scotia
or
Joe Weed, New York City

A NEW market research agency, Market Tests, headed by Jean Souci, formerly of the BBD&O research staff, and H. A. Starr, formerly of Roth, Schenker & Bernhard Inc., Chicago, has opened offices at 77 W. Washington St., Chicago; telephone Central 0323. Market Tests will handle all types of surveys, advertising checks and public opinion polls.

Networks and AP Near Agreement

Pacts to Include Sponsoring Of News; Chicago Keys Sign

WITH TWO Chicago stations now broadcasting Associated Press news under sponsorship by arrangements similar to those recently made with AP by WNEW and WQZR, New York [BROADCASTING, July 1, Aug. 1], and with a considerable number of other stations now negotiating for similar AP contracts, the next major step in the press association's program of "liberalizing" its radio policies is expected to be the signing of a network contract.

It is understood announcement will shortly be made that AP news is now available for sponsorship by advertisers on NBC. No confirmation, however, could be secured from either AP or NBC.

AP's first Chicago contracts under the new commercial setup, calling for stations to pay a flat fee plus a percentage of revenue from the sale of AP news, are with WENR and WMAQ, NBC's key stations in that city. Morris B. Sachs, retail clothier, sponsors AP news on WENR from 3:55-4 p.m. each weekday, while Manhattan Soap Co., maker of Sweetheart Soap, is the WMAQ sponsor, taking the Monday to Friday 12:45-12:50 p.m. spot, starting Aug. 12.

It had been believed that the AP rule requiring any broadcast of the association's news to be cleared through a member newspaper might make it impossible for AP to sell its news on a network basis. This was denied, however, by an AP official who explained that the AP regulations permit the organization's management to make deals for the exchange of news on any basis they believe desirable, and that the network contract would be worked out on this basis. Details as to exactly how this would be done, however, are still lacking.

Sixth 'Cavalcade' Season Is Started by Du Pont

FOR THE SIXTH consecutive season E. I. du Pont de Nemours & Co., Wilmington, Del., will sponsor *Cavalcade of America* as an institutional advertising campaign, resuming Oct. 2 on NBC-Red, Wednesdays, 7:30-8 p.m. Again this year the series will feature dramatizations of historic events, enacted by leading stars of stage, radio and screen. Agency is BBDO, New York.

So many requests have been received from schools for the first four *Cavalcade of America* recordings that the sponsor and the Association of School Film Libraries are making eight others available in either 33⅓ rpm or 78 rpm records. There are now 12 recordings available for classroom use in the recorded historical drama series, as follows: Robert E. Lee, Benedict Arnold, Sam Houston, Thomas Paine, Jane Addams, Nancy Hawks, Susan B. Anthony, Walter Reed, Francis Scott Key, Oliver Wendell Holmes, Abraham Lincoln, the Constitution of the United States.

B. T. BABBITT Co., New York, has appointed Maxon Inc., New York, to handle advertising for Bab-O cleanser, effective Aug. 15. Company currently sponsors *David Harum* five times weekly on NBC-Red, and further radio plans have not been decided, according to Maxon.

Equipment

WJBO, Baton Rouge, La., has ordered a new RCA transmitter and RCA speech input equipment, along with Lehigh towers, for the new transmitting plant it will place in operation next winter. RCA and NBC engineers helped design the plant, including a downtown building for studios and offices. WJBO was also one of the first to file for an FM transmitter.

A CONTRACT for $2,004,930 worth of radio sets and related equipment, mainly for aviation use, has been awarded to Western Electric and Graybar by the Army Signal Corps. It is said to be the largest such contract in recent years.

FREQUENCY MODULATION is to make its industrial debut late this summer when Indianapolis Power & Light Co. starts operating its new General Electric FM emergency communications system. Ten of the company's service cars and trucks are being equipped with GE 25-watt FM mobile transmitters and receivers for two-way communication through a central 250-watt transmitter at company headquarters. It is claimed the 25-watt FM transmitters will service a greater area than the best of previous 250-watt AM transmitters used by the company.

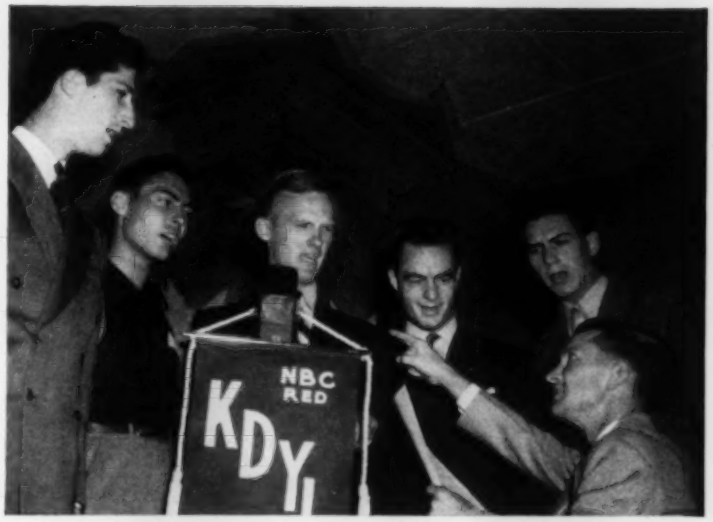
WITH everything under one roof, WHEB, Portsmouth, N. H., on Aug. 5 observed its eighth anniversary and at the same time began operating its new 1 kw. Collins transmitter and 285-foot Truscon radiator, the latter set in a salt marsh only 460 feet away from the transmitter.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has issued its 1941 catalog of sound recording equipment. Fully illustrated, it contains complete data on professional, experimental and laboratory equipment, as well as accessories.

FINCH Telecommunications Inc., New York, has issued a descriptive brochure on Finch Duplex Facsimile Unit F111-A, describing and illustrating its use for aviation.

A NEW mercury vapor rectifier tube, GL-869-B, with horizontal mesh filament has been announced by General Electric Co. It supersedes the GL-869-A and is expected to find application in FM transmitters.

PURCHASE price of KVAK, Atchison, Kan., which W. H. Reitz, manager and chief engineer, proposes to purchase from Carl Latenser [BROADCASTING, Aug. 1] is disclosed by the FCC as $5,500 and the assumption of $7,142 in debts.



LITTLE MAN who was very much there is C. B. McKnight (lower right), of the technical staff of KDYL, Salt Lake City. He stands just 5 feet 5 inches, but when he's in the control room he's the boss. Here he tells five of KDYL's announcers, all taller than 6 feet, that results and not stature count. The announcers, judging from their expressions, aren't particularly pleased, it would seem. Left to right, with their heights, they are Barry Gray, 6 feet 3 inches; John Wolf, 6-1; Nelson McIninch, 6-2; Tom Cafferty, 6-2; Rollo Hunter, 6-4.

Fervent Clinch

ALERT radio listeners heard a peculiar noise on a Friday morning program on CKCL, Toronto, sponsored by Dad's Cookie Co. For probably the first time, the noise of cracking ribs was broadcast. In the scene Actor Doug Masters was called on to embrace Actress Lillian Scott. So hearty was his embrace that Lillian had to be helped away from the mike. Doug had cracked four of her ribs in realistically carrying out the script.

WDAS, Philadelphia, is preparing a booklet on FM in which quotes from leading authorities on this new form of broadcasting will be published. Since the *Philadelphia Record* carried a series of artcles on FM, the station has received many letters and phone calls from listeners asking the opinion of the station on whether they should buy a new radio receiving set. WDAS decided to assemble latest information about FM and allow the listener to use his own judgment.

Time Extension Granted For Proof of Citizenship

THE FCC on Aug. 5 announced a one-month extension, to Sept. 15, of the time for compliance with its Order No. 75 calling for proof of citizenship from every licensed radio operator, commercial or amateur. The extension was granted after it became evident that receipt of information regarding the order was delayed in many instances, and that temporary absence of some licensees would cause further delay in other cases. However, the FCC indicated no further extension will be granted except in unusual circumstances.

According to supplementary explanations offered by the FCC, only a single response to the order is required from each individual affected, whether he holds one or more licenses or holds one and is applying for another. In the case of an operator having heretofore believed himself to be a United States citizen, and who subsequently discovers himself to be an alien, he must submit his license to the FCC for cancellation, as continued operation under such a condition would violate the Communications Act and make him liable to prosecution. The order applies to the holder of a radio operator's license or permit of any class, and service in the military forces, police departments or other organizations does not exempt a licensee from compliance.

WCAU-AFM Pact

WCAU, Philadelphia, has extended its one-year agreement with the local musicians' union to a two-year period, retroactive as of Jan. 17, 1940. The new contract for the studio orchestra was made in an effort to secure permission for additional rehearsal time for Joey Kerns, present musical director at the station. The union dismissed a request by the station for an extra half-hour rehearsal time when the orchestra has national hookup programs on CBS, but on the basis of the new agreement, is permitted an additional half-hour for purely local programs.

WATERTOWN GIVEN TWO NEW OUTLETS

ANOTHER two-station grant decision has been announced by the FCC, with its authorization of new outlets in Watertown, N. Y. The decision follows the line of policy laid down after the recent Sanders-Dubuque case in which the U. S. Supreme Court upheld the Commission's "survival of the fittest" theory. In Watertown, the Commission repeated its recently dual grants in Las Vegas, Nev. [BROADCASTING, June 15], Cheyenne, Wyo. [BROADCASTING, July 15] and Grand Rapids, Mich. [BROADCASTING, June 1, 15].

One of the Watertown grants, which ends litigation of competing applicants that has continued for several years, was to The Brockway Co., and covered a new 500-watt daytime station on 1270 kc. This company is headed by Harold B. Johnson, publisher of the *Watertown Daily Times*, local banker, trustee of St. Lawrence University and trustee of the Edward J. Noble Foundation, Greenwich, Conn. Mr. Johnson recently relinquished an option he held to purchase WCAD, of St. Lawrence U, which he had planned to move from Canton to Watertown.

The other grant was to Watertown Broadcasting Corp., covering 250 watts on 1210 kc. Officers and owners each of one-third of the stock are G. Harry Righter, president, wholesale grocer; Dean R. Richardson, treasurer, public address sound business; Ruth F. Gamage, secretary, who is secretary to Mr. Righter. Call letters will be WATN.

HAY-ADAMS HOUSE

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."

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1939 Annual Advertising Award — "Research Achievement."

CBS Net Profit Shows 8.2% Gain

Half-Year Gross of Network Found to Be $24,952,294

GROSS INCOME of CBS and its subsidiaries for the first six months of 1940 totaled $24,952,294, according to a consolidated income statement released Aug. 7, following a board of directors meeting at which a 45-cent cash dividend was declared for each share of present Class A and Class B stock, payable Sept. 6 to stockholders of record at close of business Aug. 23.

Net profit for the half-year was $2,957,276, amounting to earnings of $1.72 per share. Compared to the first half of 1939, CBS for 1940 shows a 17.7% increase in gross income and a gain of 8.2% in net profit.

Gross for the January-to-June period in 1939 was $21,195,532; net was $2,732,527, and earnings per share were $1.59.

Drawn for BROADCASTING by Sid Hix

". . . and I'm Going to Have Some Really Practical Tips for My WZYX Kitchen Klub This Winter!"

	Six Months Ended June 29, 1940 (26 weeks)	July 1, 1939 (26 weeks)
Gross income from sale of facilities, talent, lines, records, etc.	$24,952,293.72	$21,195,532.29
Less: Time discount and agency commissions; record returns, allowances and discounts	7,262,916.97	6,118,977.88
	$17,689,376.75	$15,076,554.41
Deduct:		
Operating expenses and cost of goods sold	$ 9,779,149.93	$ 8,150,315.42
Selling, general and administrative expenses	3,771,521.09	3,307,821.21
	13,550,671.02	11,458.136.63
Net Income for the period before interest, depreciation, Federal income taxes and miscellaneous income	$ 4,138,705.73	$ 3,618,417.78
Less:		
Interest	$ 33,498.16	$ 25,706.10
Depreciation	349,156.88	322,918.64
Federal income taxes	823,074.52	618,779.51
	1,205,729.56	967,404.25
	$ 2,932,976.17	$ 2,651,013.53
Add: Miscellaneous income (net) including interest, discount, dividends, etc.	24,299.92	81,513.71
NET PROFIT FOR THE PERIOD	$ 2,957,276.09	$ 2,732,527.24
EARNINGS PER SHARE	$ 1.72	$ 1.59

(Calculated upon the 1,716,277 shares of $2.50 par value stock either outstanding at June 29, 1940 or to be outstanding upon completion of exchange of old $5 par value stock.)

Notes: Results shown for both periods reflect the operations of Columbia Recording Corp. and its subsidiary companies, the acquisition of 100% ownership of which was completed by Columbia Broadcasting System Inc. during 1939. Provision of $114,000 for the additional Federal income taxes on the earnings for the first six months of 1940, chargeable under the Revenue Act of June 25, 1940, has been made out of the earnings for the second quarter of the current year; of this amount, $56,300 represents the provision required in connection with earnings for the first quarter of 1940.

WNYC's Later Signoff

VIEWED as a possible step toward permanent extension of its operating time and an initial move in the breakdown of the clear channel setup, WNYC, New York municipal station, on Aug. 1 received special temporary authority from the FCC to operate until 10 p.m. (EDST) during August on 810 kc. Although the temporary grant is made in general terms and subject to certain qualifications, it is in line with the station's pending application to extend operating time to 11 p.m. The application drew heavy opposition from CBS and WCCO, Minneapolis, which operates full-time as a clear channel outlet on the 810 kc. channel, at hearings held May 27-29 [BROADCASTING, June 1].

KWOS Joins MBS

MUTUAL Broadcasting System on Aug. 11 announced its 143rd affiliate—KWOS, Jefferson City, Mo. Station, 250 watts on 1310 kc., is owned and operated by the *Jefferson City News & Tribune.*

Int. Salt in East

INTERNATIONAL SALT Co., Scranton, Pa., on Sept. 9 starts a 26-week campaign for Sterling salt using quarter-hour participations three to five times weekly on home economics and other women's programs on a group of eastern stations. Programs are *Marjorie Mills* on seven Yankee Network stations; *Nancy Craig* on WJZ, New York; *Laura May Stewart* on WCAU, Philadelphia; *Home Forum* on WRC, Washington; *Every Woman's Hour* on WFBR, Baltimore; *Modern Kitchen* on WKBW, Buffalo; *Home Forum* on KDKA, Pittsburgh; *Women Only* on WHAM, Rochester; *Market Basket* on WGY, Schenectady; *Ruth Chilton's Matinee* on WSYR, Syracuse. Agency handling the account is J. M. Mathes, New York, which has been conducting a survey of such programs since last May when it was appointed the company's new agency.

RCA Half-Year Gross Shows 8½ Million Gain

RCA's gross income from all operations, including all subsidiaries, amounted to $56,854,182 during the first six months of 1940, compared with $48,290,112 during the same period last year, according to the semi-annual report to the RCA board Aug. 2 by David Sarnoff, president. Net profit for the first six months amounted to $3,728,621, compared to $2,172,201 during the same months of 1939.

That NBC's two networks account for nearly half of RCA's gross income was disclosed when first six-month figures for time sales were disclosed recently [BROADCASTING, July 15]. They showed that NBC during the first six months of this year sold $24,559,876 worth of time, compared with $22,598,928 during the same period last year. NBC's contribution to RCA's net is not disclosed.

'Friday' Magazine Plans 45-Station Spot Series

THE New York weekly magazine *Friday*, from Sept. 6 through Oct. 1 will sponsor a campaign of one-minute transcribed announcements on 42 stations throughout the country. The announcements, transcribed by WOR Recording Service, feature short dramatizations of stories appearing in forthcoming issues of the magazine. According to H. C. Morris & Co., New York, agency handling the account, the company decided to conduct this enlarged campaign after a short test last June of similar announcements on stations in Worcester, Portsmouth, Bridgeport, and Oklahoma City. An increase in circulation from 400% to 500% is directly attributable to the radio test, the company believes.

Stations already signed for the campaign include WNAC WAAB WORL WJR WXYZ WDAF WKRC WCPO KJR KLZ WGBI WHP KFVD KOMA WKY WPAY WMAS KSFO KPO WHN WJAS KQV KYW WFIL WTMJ WISN WJAR WEAN WHIO WORC KOIL WADC WICC WGAR WBEN WTAM and KSTP. The other five stations have not yet been selected.

Higher Increase Achieved by Nets

July Figure Shows Continued Boost in Monthly Figures

GROSS TIME SALES of the nationwide networks for July were much higher than for July 1939, showing the largest increase of any month of this year over billings in the corresponding month of 1939. Combined gross time sales of the major networks for July totaled $7,133,490, an increase of 22.7% over the $5,812,091 figure reported for July 1939. For the seven-month period, combined time sales grossed $54,182,061 this year as compared with $46,988,236 last year, a gain of 15.4%.

Individually, NBC, CBS and MBS all registered gains over last year, both for the month and seven-month periods, as they have done every month this year. CBS, which consecutively for the first six months of 1940 led the other networks in gross billings, dropped to second place as NBC Red took the lead. The Red was the only network to increase its sales over the June 1940 figure.

NBC's total income for the month from time sales was $3,830,438, a rise of 16.7% above the July, 1939, figure of $3,283,555. For the seven-month period, NBC grossed $28,390,314, an increase of 9.7% over 1939's first seven months. Separately, Red Network sales for the period brought in $22,468,748, more by 7.7% than the 1939 total of $20,863,235, while Blue time sales were $5,921,566, a rise of 18.0% over last year's $5,019,257.

Cumulative CBS time sales at the end of July were $23,525,242, an increase of 22.1% over last year's figure of $19,264,926. Mutual showed an increase of 23.1% for the seven months with $2,266,505 in 1940, compared with $1,840,818 in 1939.

Gross Monthly Time Sales

	1940	% Gain over 1939	1939
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
Mar.	3,338,440	1.2	3,297,992
April	3,128,685	8.7	2,879,571
May	3,216,940	6.3	3,025,538
June	2,919,405	5.8	2,759,917
July	3,141,902	15.8	2,713,798
NBC-Blue			
Jan.	908,815	10.5	822,730
Feb.	905,101	17.0	773,437
Mar.	965,904	10.7	872,860
April	912,833	34.0	681,413
May	817,682	20.9	676,564
June	722,695	16.1	622,487
July	688,536	20.8	569,757
CBS			
Jan.	3,575,946	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
Mar.	3,513,170	20.1	2,925,684
April	3,322,689	16.4	2,854,026
May	3,570,727	15.3	3,097,484
June	3,144,213	9.9	2,860,180
July	3,067,870	32.7	2,311,953
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
Mar.	390,813	27.3	306,976
April	363,468	38.4	262,626
May	322,186	37.2	234,764
June	299,478	31.2	228,186
July	235,182	8.6	216,853

KGLU, Safford, Ariz., on Sept. 1 will join NBC as a bonus station to advertisers using KTAR, Phoenix, being available on either Red or Blue. This brings the total of NBC affiliates to 195, which after Oct. 1 will be 196 with the addition of WAKR, Akron [BROADCASTING, Aug. 1].

A REAL SELLING INFLUENCE

. . . that's what Terre Haute merchants say of the advertising messages broadcast into their city by The Nation's Station. And so do local merchants in the more than a score of other rich trading centers that compose WLW's primary area. What could be more natural than that wholesalers and retailers in *all* of these important markets make the resulting preference for WLW-advertised brands their guide to greater sales?

★ **TERRE HAUTE, IND.**

★

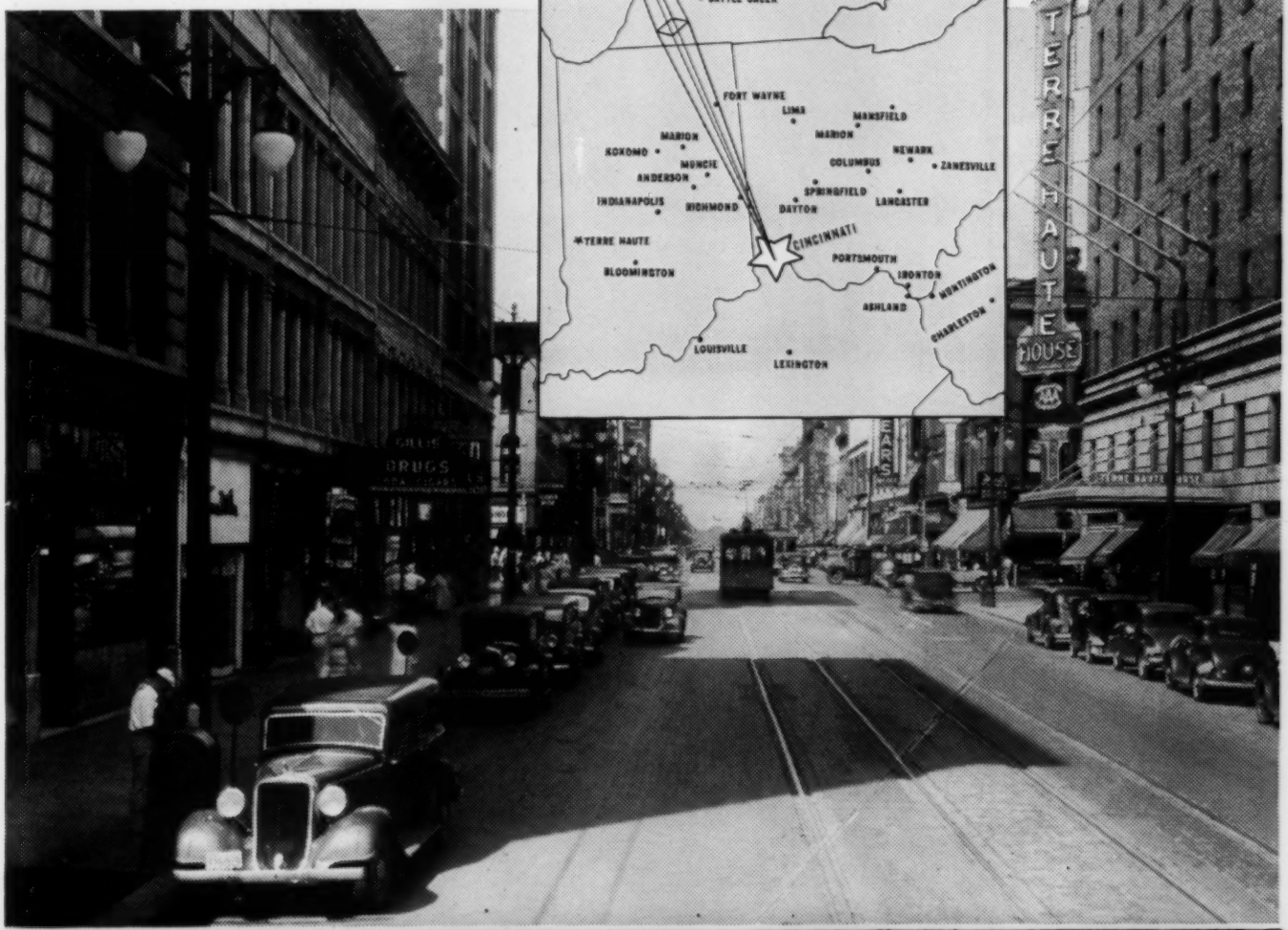
★

4¾ hours from Cincinnati by train but *part* of Cincinnati by WLW.

Population—1930	62,810
Retail Sales—1939	$34,462,000*
Wholesale Sales—1939	$45,491,000*
Per Cent of Nation's Buying Power (Trading Area)	.1846*
Radio Homes—1938 (Vigo County)	26,350

**Estimated by Sales Management.*

REPRESENTATIVES: NEW YORK—TRANSAMERICAN BROADCASTING AND TELEVISION CORP., CHICAGO—WLW, 230 NORTH MICHIGAN AVENUE



WLW THE NATION'S STATION

PRINTED IN U.S.A.

60% EFFICIENCY AT 500 Mc

THE basically-new principle employed in the multi-electrode RCA-825, wherein the electron stream is inductively coupled to the output circuit, has resulted in removal of many of the present day limitations to u-h-f operation. Designed for use as a power amplifier at frequencies above 300 megacycles, the RCA-825 is capable of handling power outputs up to 35 watts, depending on the band width and type of service. It is also useful as an oscillator and harmonic generator, being employed in these applications in the same manner as conventional-type tubes.

By separating the functions of the output electrode and of the current-collecting electrode, and by making use of high-velocity focused electrons, electron transit-time effects are minimized without increased dissipation and loss in efficiency. This separation of functions makes it possible to utilize an output circuit of low effective capacitance and high efficiency. Thus, because of its high transconductance and its adaptability to tank circuits having low effective capacitance, the 825 is especially suited for wideband services, such as television and frequency modulation.

Sound and practical in design, the 825 is an RCA engineering achievement which suggests vast new possibilities for the advancement of u-h-f use. Complete technical information will gladly be sent upon request. Inquiries regarding special applications above 300 megacycles are solicited. Write to RCA MFG. CO., Commercial Engineering Section, Harrison, N. J.

MAXIMUM RATINGS, RCA-825

as R-F Power Amplifier and Oscillator—Class C Telegraphy.

(Key-down conditions per tube without modulation.*)

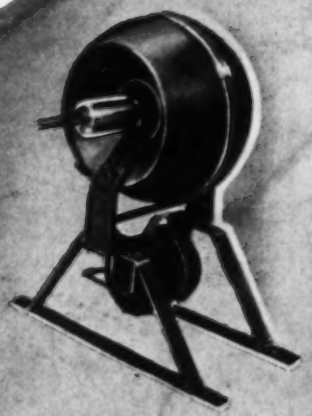
D-C COLLECTOR VOLTAGE	2000 max. Volts
D-C GRID No. 4 VOLTAGE	1500 max. Volts
D-C GRID No. 3 VOLTAGE	3600 max. Volts
D-C GRID No. 2 VOLTAGE	3600 max. Volts
D-C GRID No. 1 VOLTAGE	−100 max. Volts
D-C COLLECTOR CURRENT	50 max. Milliamperes
D-C GRID No. 1 CURRENT	2.5 max. Milliamperes
COLLECTOR INPUT	100 max. Watts
GRID No. 4 INPUT	7 max. Watts
GRID No. 3 INPUT	5 max. Watts
GRID No. 2 INPUT	7 max. Watts
COLLECTOR DISSIPATION	50 max. Watts
GRID No. 1 DISSIPATION	0.15 max. Watts

*Modulation essentially negative may be used if the positive peak of the audio-frequency envelope does not exceed 115% of the carrier conditions.

NOTE: In an inductive-output tube, the power input is equal to the product of the collector voltage and the d-c collector current, exactly as is the case in conventional tubes. The power dissipated at the collector is the difference between the power input to the collector and the power which is taken from the electron stream by the loaded tank circuit.

LIST PRICE, $34.50

RCA-825 INDUCTIVE-OUTPUT AMPLIFIER



● A developmental r-f amplifier stage using the RCA-825 at 500 Mc. The photograph shows the resonator, the tube, the electromagnet and general arrangement of parts. In use at RCA Communications, Rocky Point, Long Island, N. Y.

RCA

Radio Tubes

PROVED IN RADIO'S MOST EXACTING APPLICATIONS

RCA MANUFACTURING CO., INC., CAMDEN, N. J. · A Service of The Radio Corporation of America